

VISUAL METHODS + PROCESSES

GRA 2111c Visual Methods + Processes

This course emphasizes design processes, methodologies, and communication theories in order to foster the relationship between content and meaning. Students will learn the fundamental processes to explore complex problems in art and design. This course will also teach fundamental principles of design and their application.

OBJECTIVES:

- Effectively manipulate the elements and principles of two-dimensional design.
- To create non-objective, abstract and representational compositions.
- Develop inventive concepts using various problem-solving strategies.
- Speak and write critically about personal and peer artworks and propose alternatives.
- Research an idea and develop an extended series of related images.

TOPICS:

- Visual Analysis
- Symbol conceptualization
- Figure-ground
- Spatial concepts
- Compositional Dynamics
- Research
- Brainstorming/ideation
- Project Development
- Craft
- Convergent and divergent thinking
- Collaboration
- Brainstorming
- Idea maps

REQUIRED TEXTS:

Tim McCreight. Design Language.
Launching the Imagination, Mary Stewart