



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

SCHOOL OF ARCHITECTURE, BUILDING & DESIGN

Research Unit for Modern Architecture Studies in Southeast Asia

Foundation of Natural Build Environment (FNBE)

INTRO TO DESIGN - ARC30205

Prerequisite: None

Lecturers: Ms Delliya Zain & Ms Shazreene Shamsuddin

Project 1A

THE 10 ART WORK

(Getting To Know Elements & Principles of Design through 2D Abstract Art)

10% Individual +20% Group Work (out of the 100% overall marks)

Individual Component Submission: 4th September 2015

Group Component Submission: 2nd October 2015

Introduction

Any time one or more
things are consciously put together
in a way that they can accomplish something better
than they could have accomplished individually,
this is an act of design.
(Charles Eames)

This project is divided into 2 important parts. The first part is about getting to know the basic design elements through observing nature and the built environment by sketching the apparent and concealed design elements in both environments. And addition to this, students are required to produce 2 abstract artwork. The second part will concentrate on familiarizing design principles through composing simple art work using simple daily items. Both parts are basically dealing with 2D artwork.

Objectives of Project

The objectives of this project;

1. To learn the design process and design components such as sketching, drawing conventions, observation, investigation and production of presentation.
2. To form a comprehensive understanding of the basic principles, elements and design process at an appropriate level.

Learning Outcomes of this Project

On successful completion of this subject, students will be able to demonstrate the following:

1. To recognize and identify design elements and design principles.
2. To apply the design elements and design principles in simple projects.

Tasks - Methodology

PART 1A – Sketching Elements of Design in Nature and the Build Environment- INDIVIDUAL

Individually students are required to observe nature and the build environment and capture design elements apparent or unseen with their bare eyes. Students are required to sketch their findings, understanding and interpretation of basic design elements on white A5 art block paper. In total 8 A5 sketches and 2 A4 abstract art painting or drawing. Students are required to sketch the followings and to include an explanation page(s) for each item behind the artwork to further explain and identify the required elements of design through simple diagrams;

A1. Nature – A5size Lines	A2. Nature – A5size Shape - Organic	A3. Nature – A5size Texture/Pattern	A4. Nature – A5size Form & Hue	A5. Nature – A4size Abstract Art – Transforming <u>organic</u> nature elements to <u>geometric</u> art or pattern - colour
B1. Built – A5size Lines	B2. Built – A5size Shape - Geometric	B3. Built – A5size Texture/Pattern	B4. Built – A5size Form & Hue	B5. Built – A4size Abstract Art – Transforming manmade geometric elements to organic or free form art or pattern - monochrome

Students are required to further understand and research each design elements to help them see, understand, record, sketch and explain in the explanation page.

- For all item, students are required to sketch using pencils or felt pen / art line pen for these sketches. For each sketch, it should only be using either pencil or felt pen – do not mix.
- For A4, A5, B4 and B5, students are may use water colour, pastel, markers and pencil colour.
- You may use any kind of art or drawing block or quality water colour paper only.
- Students are required to prepare it according to Fig 1.0 Project One A – Submission Layout.

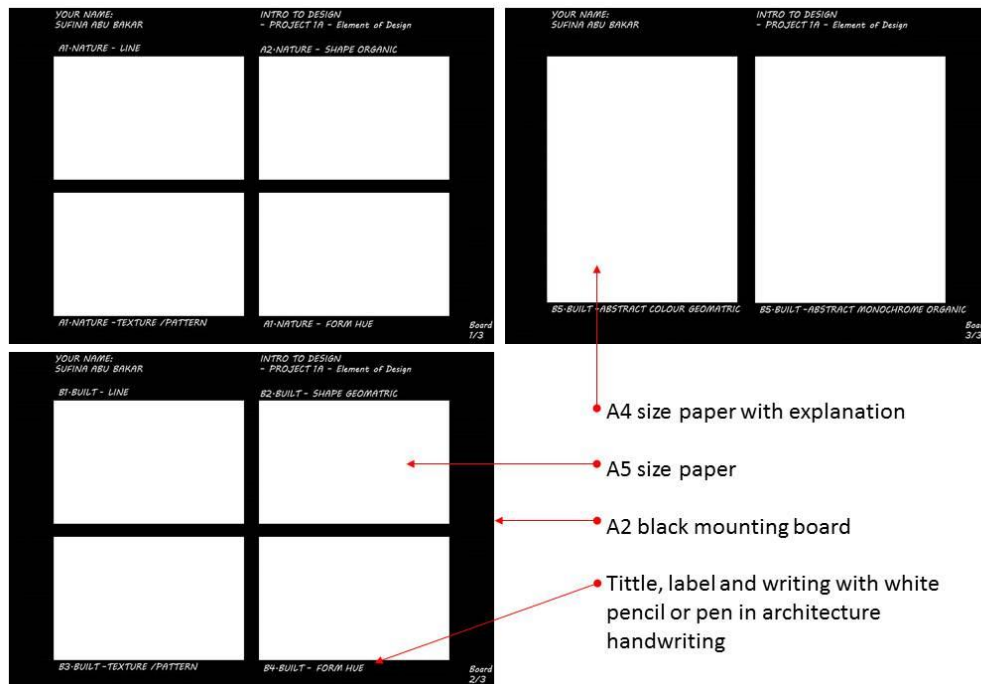



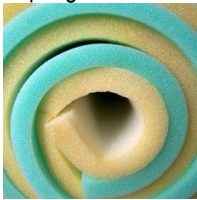

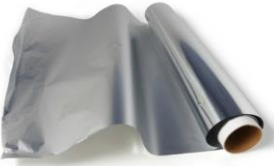


Fig 1.0 Project One A – Submission Layout

PART 1B –Daily Items Artwork Exploring Principles of Design – GROUP WORK






In groups students are required to create **nine simple abstract art works** using the given daily materials to show their understanding of design principles, elements and composition. As for the final submission and presentation, students are required to display all nine artwork as one artwork and to include 2x A2 presentation board explaining about the design principles, design elements and composition that have been applied to the artwork. Students may also elaborate about the theme or ideas and the techniques and consideration to make the art work.

Please follow these instructions;

STEP ONE: Firstly students will randomly accept one of the following items to create the artwork; (**only choose one type and one colour and one size if it applies to the items**)

<p>A. Cotton Wools</p> 	<p>B. Sponge/Soft Foam Sheet</p> 	<p>C. Newspapers</p> 
<p>D. Aluminium Sheet</p> 	<p>E. Electrical Wires</p> 	<p>F. Plastic Hose Tube</p> 

STEP TWO: Select **one** of the followings as the most suitable **base for all** nine artwork. (The base should be A4 size and should be use as it is – the original state– no paint work or spraying etc.)

<p>A. Using the same given item as the base OR not using any base. Each artwork can work or be presented without a base but still maintain A4 size</p>	<p>B. Framed Blank Canvas.</p> 	<p>C. Plywood OR Corrugated Board</p> 
<p>D. Clear Perspex/Acrylic</p> 	<p>E. Wire Metal or Plastic mesh</p> 	<p>F. Rubber Sheet</p> 

STEP THREE: Select one of the followings as the most suitable fixtures or connectors or methods to arrange or attach the items together as an art work for all nine artwork. If possible these supporting items **should be less obvious** in the art work. **Students are NOT allowed to use any form of glue, double sided tape, masking tape or Sellotape or sticky tapes etc.**

A. Method: sewing Material: using thread or monofilament (<i>tali tangsi</i>)	B. Method: tying Material: using strings or threads or the item given	C. Method: any method Material: using wires
D. Method: pin Material: Using needle pin or safety pin	E. Method: screwing and fixing Material: screws, nails and construction fixtures	F. Method: any method Material: using the item given

STEP FOUR: Select **nine principles** from the followings. One principle to be applied to each artwork and maybe one principle for the “10th artwork”.

Balance Asymmetry	Proportion	Contrast	Variety
Dominance	Pattern/ Repetition	Movement	Centralized
Emphasis	Radial	Random	Rhythm
Balance Symmetrical	Unity	Hierarchy	Dynamic

STEP FIVE: Explore and understand your items and materials. Look at the characteristic, limitation and possibilities etc. It is best to really look at your item and base from all perspectives.

Explore and understand thoroughly the nine principles. **You will need to consider the composition and apply the rules of thirds or the golden rule.** In each artwork you will need to also include design element(s) – such as shape or lines or dot or space or even texture.

Through your exploration and research, **come up with the best theme or approach that will tie all your nine artwork together.** It is best to look at the given items for the best suitable theme. And start planning for the presentation boards.

STEP SIX: Follow the schedule below;

Week 5	Release of Brief – Take time to discuss and play around with the items and materials as a group. Come up with as many options of theme, techniques and inspirations etc. Make mock up models etc. Draw up the presentation layout and structure the content.
Week 6	Pin up tutorial session 01 –You are required to present your findings and understanding of the materials, techniques etc. Plus the theme/approach of the artwork. Show as many options of the art work <u>each</u> on an A4 size artwork. Show the possible 9 artworks and its principles. Show the draft the presentation board layout and content on butter paper at A2 size. Show as much progress as possible.
Week 7	Pin up tutorial session 02 –Show progress on the theme, techniques, the principles, and composition etc of the 9 art works. And the presentation board layout, diagrams, content, method and materials. (to get final approval before submission)
Week 8	Pin up tutorial session 03 –Show final progress on the theme, techniques, the principles, and composition etc of the 9 art works. And the presentation board layout, diagrams, content, method and materials.
Week 9	Presentation & Submission

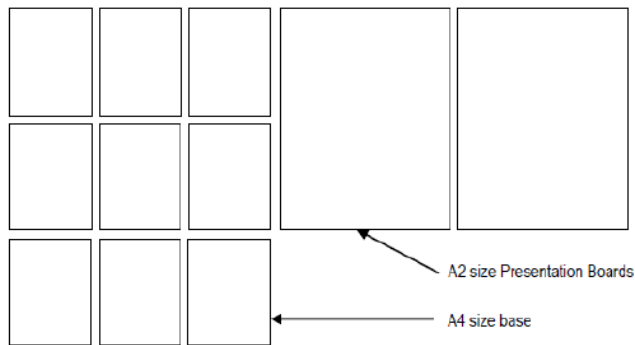
Submission Requirement

PART 1A – Submission Week 6 – 4th of September 2015

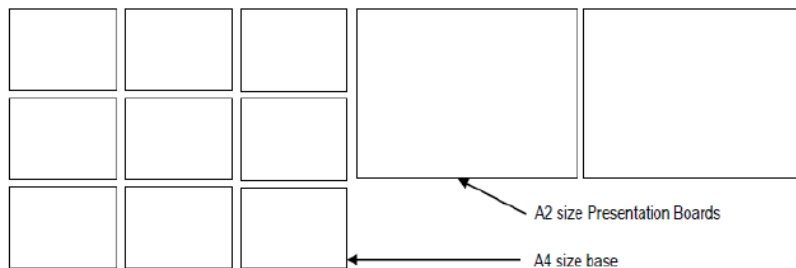
- The orientation of the drawings should be all the same. Please refer to Fig O1.
- Students are required to paste the explanation page(s) behind the sketches attractively.
- The explanation page should include diagram(s) and key words to explain further about the design elements that you are emphasising on the sketch. Please provide a small photo of the subject/item drawn and it must be from the site. **Do not use the photo for explanation**. All explanation must be hand drawn and hand written. (Architecture handwriting)
- Please write the labels and title using white pencil and it has to be architecture hand writing.
- The A2 mounting board must be black.

PART 1B – Submission & Presentation Week 9 – 2nd of October 2015, Friday (time TBC)

- Students are given 3 minutes for verbal presentation.
- **For the presentation boards, student may use any type of boards or material, all information will need to be handwritten in architectural handwriting and hand drawn, printed images are not allowed, please apply CRAP design principles, and only use collage technique with the approval of your tutor.**
- The content of the presentation boards should be about the theme, items, technique however it should focus more on the nine principles of the artwork plus the composition and design elements. All this should be in point form, short sentences, diagrams and sketches. (hand written with architecture handwriting)
- **The artwork should not represent any object or images or symbols. This is an abstract art. Please use shapes, lines, dots etc.**
- The final artwork should be arrange in this manner;



OR



Assessment criteria

The assessment for this assignment will be based on your

- Demonstrated understanding of design element and design principles and composition on the artwork.
- Originality, creativity, theme/concept, appropriate technique and workmanship quality of the artwork and presentation boards to enhance the design elements and principles.
- Clarity and content of the explanations of elements and principles of design on the presentation boards.

Marking criteria

Marks shall be distributed as follows:

PART 1A – (for each art work we look at the followings)

Demonstrated understanding of design element on the artwork.

(How well the students understand & express design elements on the sketches and MEETING the requirements)

20%

Clarity and depth of the explanations of elements of design.

(How well the students illustrate the design elements through diagrams and annotations, the use of design vocabularies, appropriateness of content to the project and design elements and depth of knowledge about the design elements)

30%

Originality, creativity, appropriate technique and workmanship quality of the artwork.

(How well the students produce the artwork aesthetically {composition, tone, hatching et}) to convey the specific design element, the appropriate technique used, the appropriate subject and position of the subject sketched, workmanship and skills of sketching of the artwork)

50%

Total 100% (10% final marks)

PART 1B –

Demonstrated understanding of design principles and meeting the brief's requirements and PROGRESS - Overall

(How well the students understand & apply design principles, elements and composition and meeting the brief's requirements and weekly progress)

10%

Clarity and structure of content, importance of content, structured layout, diagrams application, design vocabularies on the presentation boards design and workmanship quality of the presentation boards.

(How well the students illustrate and elaborate about the design principles through diagrams and annotations, the use of design vocabularies, appropriateness of content related to the artwork and design principles. The design and layout of the presentation boards – illustration, graphics, labelling, font, hierarchy of information etc)

40%

Originality, creativity & appropriate of techniques, appropriate theme and approaches, workmanship quality of the artwork and the aesthetic value of the artwork.

(How well the students produce the artwork aesthetically, technique(s) used, applied appropriate concept, arrangements and composition of the artwork and originality in method and layout to present the principles and appropriate theme or concept. This also include the workmanship quality, appropriate base use and how the overall artwork is being presented)

50%

Total 100% (20% final marks)

Suggested References

These are just some links that should start you with your independent learning through research. Please don't just refer to these links. There are books on the module outline as well.

1. <http://www.makart.com/resources/artclass/simple.html>
2. <http://www.art21.org/teach/on-contemporary-art/contemporary-art-in-context>
3. <http://nwrain.net/~tersiisky/design/principles.html>
4. <http://www.ehhs.kent.edu/community/vlo/index.html>
5. <http://www.slideshare.net/jaeger33/carp-design-principles> (CRAP)