3312 COLOR & FORM IN SURFACE DESIGN
4 credits
prereq: GDES 1311, GDES 1312 OR DESIGN MINOR

SPRING 2014
MW 1145–245 McNeal B9
finals meeting 0516 130–330pm —if necessary

INSTRUCTOR
Carol Waldron
cwaldron@umn.edu

OFFICE HOURS
M 3–4 & by appointment
246g McNeal Hall  612 624 3633

COURSE DESCRIPTION
This course is about making: it will present screenprinting, monoprinting, fabric dyeing, etc. as ways for designers to integrate digital design with physical making. We will explore hands-on ways of working that will help you develop your own design sensibilities, and empower you to make things. Technical aspects of design production—including screenprinting, dyeing, and monoprinting—and how these interface with digital design, will be covered.

Critically, this course also includes an exploration of color theory and its practical application to surface design through studio practice, critiques, and discussion.

COURSE OBJECTIVES
At the end of this course students will have learned how to:

► design in color using water based screenprinting, and other hands on and digital methods
► use color theory in design and make effective and expressive color choices.
► use color and shape to communicate ideas and expression in their designs

Students will also continue to develop these design skills:

► the ability to analyze their work in terms of design principles, and to put these principles into practice in their work.
► increased confidence, experience, and expertise with hands-on design materials, and understanding how these can be used in the design process.
► alternative image making technologies, and experience the way these influence design and color use.
► craft knowledge

STUDENT LEARNING OUTCOMES
At the end of this course students will have learned how to:

COMMUNICATE EFFECTIVELY Students will make oral and visual presentations of their work throughout the semester and participate in critiques with their peers and with the instructor. Students will gain working knowledge of the vocabulary of printing and surface design and learn to communicate with this. Students will continue to develop their ability to communicate messages and ideas through the visual language of print.

CLASS FORMAT
Class periods will be made up of lecture/presentation/demonstration time, studio work time, and large and small group reviews of work. Assignments will include project proposals, design production, and analysis of your work. While each student will produce individual, original work; collaboration and teamwork are encouraged for printing production.

EXPECTATIONS: SHOW UP, WORK TOGETHER, MAKE THINGS, CLEAN UP AFTER YOURSELF & OTHERS
You are expected to attend all class sessions, be punctual and not leave class early. You are also expected to present your work at critiques, participate in critiques of your own and others’ work, and show respect for your colleagues at all times. You are expected to participate in class discussion and critique—your final grade will reflect your contribution to the class as well as the quality of your work.

Professional and ethical behavior is required. Misrepresentation of work, use of copyrighted material without permission, or negligence in citing sources will be grounds for failure. Appropriate, respectful behavior is expected of everyone. Along the way, you are expected to work hard, learn a lot, create beautiful prints, and have some fun.

There will be a studio clean up every 3–4 weeks and very thorough clean up at the end of the semester—all these clean ups are mandatory and count towards your course grade.
GRADING

Your course grade will be based on design process, studio performance, and solutions to 4 projects: letter grades will be assigned to each project, and weighted as follows:

- **[20%]** **PROJECT 1** — figure & ground: key screen on monoprint
- **[20%]** **PROJECT 2** — layers of color/layers of meaning: multiple screen prints
- **[30%]** **PROJECT 3** — colorways: repeat patterns on paper & fabric; color & dyeing
- **[30%]** **PROJECT 4** — expanding horizons: a 2-part project

There are no extra credit options.

**NOTE** All projects must be completed and handed in to pass the course.

Individual projects will be collected and graded as they are due, (see schedule, p3) and returned in class with grading and evaluation comments. Final projects will be documented in the imaging lab during the last week of the course; any project submitted physically may be picked up during during finals week at hours established for that purpose, as announced during the last regular class session.

GRADE DEFINITION

A–F grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

- **A** achievement outstanding relative to the level necessary to meet course requirements [‘excellent’ above & beyond: initiative, creativity]
- **B** achievement significantly above the level necessary to meet course requirements [‘good’]
- **C** achievement that meets the basic course requirements in every respect [‘just fine’]
- **D** achievement worthy of credit even though it does not fully meet the basic course requirements in every respect
- **F** performance that fails to meet basic course requirements and is unworthy of credit

http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html

CRITERIA

Design work will be evaluated in terms of:

- **concept** creativity of expression: effectiveness in the development of images to meet the objectives of the assignment [¼ of grade]
- **design** effective design aesthetic with regard to composition of color & form; design principles [¼ of grade for composition; ¼ of grade for color]
- **skill** technical precision of image making and printing, i.e. craft [¼ of grade]
- **process & performance** can influence your grade: challenge; active, engaged critique participation; attendance; timeliness; and studio performance & cooperation

**late work** work not presented at critique is considered late; late work submitted by the following class meeting will be marked down one full letter grade

all work must be completed to pass the course: work submitted later than the following class meeting will be marked down two full letter grades

**absence** missing more than 2 studio sessions will result in a course grade one full grade lower than otherwise earned

RECORDS

Digital copies of your work may be kept and used for teaching and program promotion. Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print.)
### COURSE OUTLINE | SCHEDULE

<table>
<thead>
<tr>
<th>weeks</th>
<th>dates</th>
<th>monday</th>
<th>wednesday</th>
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<tbody>
<tr>
<td>1–4</td>
<td></td>
<td><strong>project 1</strong> FIGURE &amp; GROUND: monoprint + key screen</td>
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<td>01.20 01.22</td>
<td>[MLK HOLIDAY] intro, demo; images, positives</td>
<td>01.27 01.29 p1 ideas, screens screen coating</td>
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<td>02.03 02.05</td>
<td>exposure, washout, printing p1 due 02.10</td>
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<td>4–7</td>
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<td><strong>project 2</strong> LAYERS OF COLOR/LAYERS OF MEANING: multiple-screen print series</td>
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<td>02.10 02.12</td>
<td>p1 presentation</td>
<td>p2 intro p2 ideas</td>
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<td>02.24 02.26</td>
<td>studio: printing</td>
<td>studio: printing</td>
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<td>8–11</td>
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<td><strong>project 3</strong> COLORWAYS: repeat patterns on paper &amp; fabric; color &amp; dyeing</td>
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<td>03.10 03.12</td>
<td>p3 repeat pattern proposals p3 design crit, colorways</td>
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<td>03.17 03.19</td>
<td>spring break &quot;VISUAL RESEARCH&quot;</td>
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<td>03.24 03.26</td>
<td>dyeing workshop</td>
<td>yardage &amp; resist dyeing</td>
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<td>04.07 04.09</td>
<td>studio; intro <strong>project 4</strong></td>
<td>WL Hall field trip</td>
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<td><strong>project 4</strong> EXPANDING HORIZONS: a 2-part project</td>
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<td>04.14 04.16</td>
<td>p3 present; p4 proposal p4 proposal/design crit</td>
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<td>04.21 04.23</td>
<td>studio work</td>
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<td>05.05 05.07</td>
<td>projects finalized</td>
<td>presentation</td>
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**final**

FRIDAY MAY 16 130–330 PM
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<tr>
<th>Week</th>
<th>Monday</th>
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<tr>
<td>1</td>
<td>01 20</td>
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<td>HOLIDAY</td>
<td>intro to course: demo project 1: images, positives</td>
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<td>01 27</td>
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<td>P1: ideas, images, positives screens: distribution</td>
<td>P1: composition, ground monoprinting, screen coating</td>
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<td>P1: final positive screen exposure, washout</td>
<td>P1: printing</td>
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<td>P1 presentation &amp; critique intro to P2: image separation</td>
<td>P2: ideas, 1st images reclaim screens (demo)</td>
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<td>02 17</td>
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<td>P2: critique compositions positives; screen prep</td>
<td>P2: in-progress crit registration demo</td>
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<td>P2 in-progress crit P2 printing</td>
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<td>P2 finalize printing</td>
<td>P2 presentation and critique P3 intro</td>
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<td>P3: crit 4 repeat pattern ideas demo: repeat method print colorways</td>
<td>print colorways</td>
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<td>spring break 03 17  03 19</td>
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<td>03 24</td>
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<td>dyeing workshop basics, resist patterns yardage dyeing &amp; resist dyeing</td>
<td>P3: finish dyeing</td>
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<td>P3: print yardage (teams)</td>
<td>P3: print yardage (teams)</td>
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<td>04 07</td>
<td>04 09</td>
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<td>P3 finalize printing intro P4 WLHALL workshop intro (Rapson)</td>
<td>P3, P4 proposals due 04.14</td>
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<td>04 14</td>
<td>04 16</td>
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<td>P3 presentation P4 discussion, screen prep P4 proposals: crit &amp; discussion P4 work</td>
<td>finalize P4 plans, positives</td>
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<td>P4 in-progress crit P4 studio work P4 in-progress crit P4 studio work</td>
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<td>P4 in-progress crit P4 studio work P4 in-progress crit P4 studio work</td>
<td>P4 work: due 05.07</td>
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<td>finalize P4 P4 image ready Imaging lab documentation studio clean up</td>
<td>reclaim screens —finish!</td>
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<tr>
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<td>Friday May 16  130–330</td>
<td>finals meeting —if necessary</td>
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schedule subject to change as announced orally in class
UNIVERSITY STANDARDS & POLICIES | STUDENT EXPECTATIONS

CLASSROOM CONDUCT
All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled). See http://www1.umn.edu/regents/policies/academic/Student _ Conduct _ Code.pdf

ACADEMIC MISCONDUCT
Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student’s own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another’s work. Discovery of academic misconduct is grounds for an "F" or "N" in the course.

INCLUSIVITY
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. http://www1.umn.edu/regents/policies/administrative/Equity _ Diversity _ EO _ AA.pdf

AVAILABILITY OF DISABILITY AND MENTAL HEALTH SERVICES:
The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.
- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612-626-1333 (V/TTY) or ds@umn.edu.
- Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

ACADEMIC SERVICES
If you would like additional help, please contact one of the offices listed below.
Center for Writing 10 Nicholson Hall, Mpls 612-626-7579
Student Academic Success Service 340 Appleby Hall, Mpls 612-624-3323
199 Coffey Hall, St. Paul
ADDITIONAL UNIVERSITY POLICIES
SEXUAL HARASSMENT
http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf

ACADEMIC FREEDOM AND RESPONSIBILITY
http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

MAKE UP WORK FOR LEGITIMATE ABSENCES
http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html

PERSONAL ELECTRONIC DEVICES IN CLASSROOM
http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html

USE OF CLASS NOTES AND MATERIALS
http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html

ACADEMIC WORKLOAD EXPECTATIONS
For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom.”
(http://policy.umn.edu/Policies/Education/Education/STUDENTWORK.html)

EXPECTATIONS
You are expected to attend all classes and participate in discussions and critique of your own and others’ work. Work that isn’t presented at critique will be considered late.

Professional and ethical behavior is required. Misrepresentation of work, use of copyrighted material without permission, or negligence in citing sources will be grounds for failure. Appropriate, respectful behavior is expected of everyone. Along the way, you are expected to work hard, learn a lot, create beautiful arrangements of type, and have some fun.

EXPECTATIONS OF STUDENTS
¶ Students are responsible for all class meetings, including any information in the syllabus.
¶ Students are responsible for being on time and preparing for all class sessions.
¶ Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
¶ Students are responsible for seeking help when needed.
¶ Students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of the instructor.

RECORDS
Digital copies of your work may be kept and used for teaching and program promotion. Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

HOUSE RULES : SHOW UP, WORK TOGETHER, MAKE THINGS, CLEAN UP AFTER YOURSELF & OTHERS
Whether we are engaged in group activities or doing individual studio projects, the designated class hours are intended for color & form studio design & printing. Your skill and creativity thrive when working together. Cooperate with one another and focus on Color & Form MW 1145–245 till after May 7th. MAKE SURE PHONES ARE SILENT DURING CLASS – in an emergency, take calls out of the classroom/studio.
MATERIALS
Your $75 course fee covers one newly-remeshed screen, acrylic inks for printing on paper and fabric, screenprinting chemicals, photo emulsion, etc., as well as dyes and other materials. It also covers French Paper and fabric for the 1st 3 projects. These materials are expensive and we will use the entire amount of your fees to buy them—once we run out, it will be your responsibility to buy any more that you might need.

It is your responsibility to buy the following items and have them with you in class:
- roll of masking tape
- small towel (for drying your screens)
- roll of 1.5” or 2” transparent packing tape (the cheaper, the better)
- 6 empty plastic (yogurt) containers, for storing your inks: ≈8oz, or marked to 8oz
- a pair of rubber gloves
- X-acto knife (& blades)
- Sharpie marker
- 12–18” ruler
- “paint shirt” or apron...

- During the semester you will need to print 8.5 x 11 and 11 x 17 inch transparencies at Copies on Campus at the St Paul student center (for screenprint positives)

SUPPLIERS
Northwest Graphic Supply
4200 East Lake Street
Minneapolis, MN 55406
612 729 7361 www.nwgraphic.com

Wet Paint
1684 W Grand Avenue (a couple of blocks west of Snelling & Grand, near Macalester)
St Paul, MN 55105
651 698 6431 www.wetpaintart.com

Anchor Paper Express
2786 Fairview Ave N (¼ mile north of County C)
Roseville, MN 55113
651-783-5955 www.anchorpaper.com