

Assumption University  
Montfort del Rosario School of Architecture and Design  
Semester 1 – 2018

Course Number: **AR 1102 – Visual Studies and Communication 2 (2 – 2)**

Section AR401-404 IN412-422: Friday 12.00 – 16.00 hrs.

Class Room: Lecture Room: AR 0101, Studio: AR 0802, AR 0805

Instructors:

A. Prima Viriyavadhana (AR 401)  
A. Nattapol Suphawong (AR 402) Course Coordination  
A. Vittavat Charoenpong (AR 403)  
A. Ladapan Chokchaiyakul (AR 404)  
A. Worawan Taloadsuk (IN 421)  
A. Charif Lona (IN 422)

***Course Outlines (Aug 2018 - December 2018):***

Week	Topics	No. of Hours	Teaching & Learning Activities, Instructional Media (If any)	Faculty Member(s)
1 10 Aug 18	Introduction to Visual Studies and Communication	1.5	Talk and Power Point Presentation	All teaching members
	Sketch Book and Group	2.0	Group Discussion	Group Instructor
2 17 Aug 18	Object Analysis on Visual Elements	0.5	Project Instruction	All teaching members
	● Project #1, Task 1: Observation and Classification of Visual Elements	3.5	Group Discussion	Group Instructor
3 24 Aug 18	Basic Visual Elements and 2-D Composition	1.0	Lecture with Power Point Presentation	A. Worawan A. Charif
	● Project #1, Task 2: Interaction of Visual Elements	3.0	- In-class Work: 2-D design composition based on the previous individual analysis - Home Work: Painting Study	Group Instructor
4 31 Aug 18	Selected Works of Project #1 Presentation and Painting Analysis	1.0	- Student Verbal Presentation - Project Instruction	All teaching members
	● Project #2, Task 1: Painting Analysis to understand the underlying abstract and visual structure	3.0	In-class Work: Analysis of visual elements and its underlying structure (ordering)	Group Instructor
5 7 Sep 18	Ordering Principles I	1.0	Lecture with Power Point Presentation	A. Vittavat A. Laddapan
	● Project #2, Task 2: Composition of Visual Shape and Space based on the previous analysis	3.0	- In-class Work: 2-D design composition based on the found ordering of the painting - Home Work: Continue the development of composition	Group Instructor
6 14 Sep 18	Ordering Principles II	1.0	Lecture: Power Point Presentation	A. Vittavat A. Laddapan
	● Project #2, Task 3: Interaction of Form and Space I	3.0	- In-class Work: 3-D design composition based on the previous work - Home Work: Continue the development of 3-D composition	Group Instructor
7 21 Sep 18	Interaction of Form and Space II	0.5	Instruction, No Lecture	All teaching members
	● Project #2, Task 4: Interaction of Form and Space II	3.5	In-class Work: Desk critic and develop individual 3-D composition	Group Instructor
	<b>Mid-term Examination</b>	4.0	Project Presentation, Sketch Book Submission I	All teaching members
8 12 Oct 18	Visual Landscape, diagram, and case study	2.0	- Lecture with Power Point Presentation - Project announcement	A. Nuttapol A. Prima
	● Project #3, Task 1: visual diagram and figure/ground	2.0	In-class Work: Practice diagram drawings	Group Instructor

9 19 Oct 18	Field Trip to Bangkok	4.0	No lecture	All teaching members
	● Project #3, Task 2: Observation and Classification of Visual Elements		On-site photographing and diagram drawing	Group Instructor
10 26 Oct 18	Visual Landscape and its Critical Issue	-	No Lecture	
	● Project #3, Task 3: Critical Idea/issue	4.0	Group discussion on students' individual issue based on the site observation and development of visual diagrams	Group Instructor
11 2 Nov 18		-	No Lecture	
	● Project #3, Task 4: Development of Diagrams and 2-D composition	4.0	Desk critic and develop 2-D composition	Group Instructor
12 9 Nov 18	● Project #3, Task 5: Design Development	4.0	Desk critic and develop 3-D composition	Group Instructor
13 16 Nov 18	Project #3, Task 6: Design Development	4.0	Pin-up for 3D	All teaching members
14 23 Nov 18	Project #3, Task 7: Design Development	4.0	Desk critic, 3-D composition, and Installation plan	Group Instructor
15 30 Nov 18	Final Project Installation	-	No lecture	All teaching members
	● Project #3, Task 8: Work Installation	4.0	Student Work Exhibition	
	<b>Final Examination</b>	4.0	Final Project Presentation, Sketch Book II and Portfolio Submission	All teaching members

***Reference Texts:***

1. Lauer, A. David. **Design Basic**. New York. Capital City Press. 1979
2. Ching, Francis D.K. **Architecture: Form, Space, and Order**. New York. Van Norstrand Reinhold Company. 1996.
3. Wong, Wucius. **Principles of two-dimensional Design**. New York. Van Norstrand Reinhold Company. 1972.
4. Wong, Wucius. **Principles of Form and Design**. New York. Van Norstrand Reinhold Company. 1993.
5. Donis, Donis. **A Primer of Visual Literacy – 4<sup>th</sup> Ed**. Massachusetts. MIT Press. 1978

***Score Requirement:***

1. Work Assignments	40	Percents
2. Examination	25	Percents
3. Final Examination	30	Percents
3. Attendance	<u>5</u>	Percents
Total	100	Percents

A = superior   A- = excellent   B+ = very good   B = good   B- = fair  
C+ = acceptable   C- = poor   D = minimum   F = unacceptable

***In order to pass this course, the minimum grade of “D” is required and There is no “I” policy to extend the study.***

**Description of Course Outlines:**

**Week # 1 (10<sup>th</sup> Aug) : Class introduction+ Basic Elements in Design (Point-Line-Plane/Shape)**

The introduction to the course outlines, the class policies, and essential art supplies and tools. Students are also provided with presentation of the prominent visual art works by artists and architects and discuss about the basic elements in visual design.

**Week # 2 (17<sup>th</sup> Aug): Basic Elements**

Shape refers to the characteristic outline of a plane figure or the surface configuration of a volumetric form. It is the primary means by which we all recognize, identify, and categorize particular figures and forms. Our perception of shape depends on the degree of visual contrast that exists along the contour separation a figure from its ground or between a form and its field. In visual composition, positive space contains the plane/figure that is intended as the focus of the piece of two-dimensional art. Negative space is the space/ground around what the artist wants you to see. Negative space can be empty being a background of the positive or, conversely, it can be filled with images that draw your eye toward the intended focus of the overall work.

Illusion of space conveys a feeling of space or depth. Artists have studied and used many devices to present a visual illusion of space and depth; size, overlapping, aerial or atmospheric perspective, and linear perspective

**Week # 3 (24<sup>th</sup> Aug): Basic Elements**  
(Continuation topic from Week#2)

**Week # 4 (31<sup>st</sup> Aug): Ordering Principles**

The axis refers to the a line established by two points in space and help organizing design composition and also implies sense of symmetry and balance.

A sense of balance is innate; as children we develop a sense of balance in our bodies and observe balance in the world around us. Lack of balance disturbs us. Likewise, in design, we feel more comfortable with a balance composition.

On a center vertical axis, balance is created by distributing equal visual weight on either side. This axis functions as the fulcrum on a scale, and the two sides should achieve a sense of equilibrium.

Status of balance: *symmetrical, asymmetrical*

Rhythm is created when one or more elements of design are used repeatedly, in such an orderly manner, to create a feeling of organized movement. There are three general kinds which are repetitive rhythm, progressive rhythm and alternating rhythm.

Hierarchy refers to an area in the composition that has the most significance, an area that the artist wants to draw attention to as the focal point.

Datum refers to a line, plane or volume of reference that helps to organize a random pattern of elements in design composition.

**Week # 5 (7<sup>th</sup> Sep) : Ordering Principles**  
(Continuation topic from Week#4)

**Week # 6 (14<sup>th</sup> Sep):**  
(Continuation topic from Week#5)

**Week # 7 (21<sup>st</sup> Sep):**  
(Continuation topic from Week#6)

**Week # 8 (12<sup>th</sup> Oct): Final Project Introduction**

**Week # 9 (19/20<sup>th</sup> Oct): Field Trip / Site Visit**

**Week # 10 (26<sup>th</sup> Oct): Group Discussion**

### **Week #11-14: (2<sup>nd</sup> Nov-30<sup>th</sup> Nov) Three-dimensional Design I, II, III**

Three Dimensional Design seeks to expand the understanding of design theory as it relates to the three dimensional world. Three dimensional designs will focus on exploring concepts of modularity, sequence and series, relief, contour, structure and symmetry, and examining the function of space, volume, mass, plane, and line. Sculptural issues will be explored through the solution of design problems. The main emphasis of this lecture is the development of critical thinking skills as they apply to three dimensional art forms and to help you gain a deeper understanding of visual art.

### **Week #15: Final Project Presentation**

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**Prerequisite:** None.

**Class Meeting:** Friday (section AR401-404 & IN 421-422) 12.00–16.00, Room 0802, 0805

**Instructors' Office:**

2<sup>nd</sup> Floor, Architecture and Design Building, Suvarnabhumi Campus

**Course Objective:**

- To familiar with visual language and composition.
- To practice design principles and criticism.
- To construct student's self-expression and creativity.

**Course Format:**

1. Lecture by instructors.
2. Students are supervised by instructors in small group or individual desk critic during the studio time.
3. Assignments are reviewed and graded with the instructors' comment.
4. Midterm exam and final project (3-4 weeks long)

**Participation and Attendance Policies:**

Student is responsible for regular and punctual attendance and should be presented at the lecture room before the class start.

The **80% Attendance** must be satisfied. This means 3 absences are the maximum/ semester.

Student who presents at the studio later than attendance check by the instructors or **10 minutes** of the class start will be considered as **"late"** and the **3 lateness = 1 absence**.

**Work Submission and Deadline:**

1. **Homework must due at the beginning of the class** on the day stipulated and **will not be accepted after the consecutive class's schedule**. The only exception is when written documentation of personal illness or death in the immediate family is provided. In these two incidents, the assignment must be received by instructor or authorized person during the **next 7 days**.

Works **submitted after 10 minutes** of the class start will be accepted as **"Late"**.

Late works will be penalized by grade deduction as follows:

<i>Later than 10 minutes</i>	<i>10% deduction</i>
<i>On the next days</i>	<i>20% deduction</i>
<i>Later than 2 days</i>	<i>50% deduction</i>
<i>Later than consecutive class's schedule (7 days)</i>	<i>receive a grade of zero</i>

2. Project must due at the date and time stipulated. Late work will not be allowed to present to the peers and will be graded with penalty.

On the project review day, the university dress code is required. All students must present **at the studio on time**. There will be a **sign-up sheet** otherwise **the presentation list** provided by the instructors on the front board. Students are to sign their names if a sign-up sheet is available and report his/her arrival to receive the attendance check from the instructors. Furthermore, clean and well-prepared space including seats for the audience is highly expected before the review time. ***No excuse and/or negotiation for missing the deadline.***

3. The submitted student's work found a trace or evidence of copying from others or internet sources will be punished according to the university's policy against plagiarism.

## **Cheating and Plagiarism**

The School will not tolerate any form of academic dishonesty. "Academic Dishonesty" shall be understood to encompass at least the following:

***Cheating*** -- whether on tests or on other course assignments, whether by the giving, receiving or taking of information.

***Plagiarism*** -- stealing and/or passing off as one's own the ideas or words of another; using without crediting the source. It includes: (1) copying of text/research/assignments; (2) using someone else's papers/research/assignments without permission and citation; (3) representing as one's own work what is really the work of another person. This includes downloading from web sources.

Academic dishonesty also applies to studio- and project-based courses. Copying and/or stealing someone else's design idea/product is also considered a violation of this policy and will result in equivalent penalization.

### **Penalties:**

1. A student determined to be cheating on any test or who plagiarizes on a course assignment will be appropriately penalized at the ***discretion of the instructor***. This may include receiving a zero on the assignment or "F" for the course.
2. A student who has cheated or plagiarized will be sent to the department committee in order to be reported to the University committee for further disciplinary and academic action. This can result in suspension or expulsion from the University.

***Last day for late registration and to withdraw with 50% fee refund : Monday 20 Aug, 2018***  
***Last day to withdraw with "W" : Friday 16 Nov, 2018***