

A) * Creative Process:**

Be familiar with the creative problem-solving process as presented in class. Be prepared to *list* the seven stages (from Universal Traveler, including (Letting Go) discussed in class, *and* Incubation .
(www.harding.edu/gclayton/2DDesign/CreativeProblemSolving/CreativeProcess.html)
Be prepared to **describe** the focus/purpose of each stage, and **how each stage applied** to one of your design problems this semester. Be thorough and specific in your descriptions.
Concept Statements: be able to list and describe the types of concepts statements discussed in class: Graphic, Content, Impact and Response
(sites.harding.edu/gclayton/2DDesign/CreativeProblemSolving/Define.html)

B) Design Elements (Visual elements, formal elements)

Be generally familiar with the visual elements discussed in Chapter 7-13 (Line & Point, Shape, Mass & Volume, Color (hue, value, chroma), Texture, Space (position, depth, interval), Time & Motion, (change, transition, duration, direction), pattern, (type))
[You do *not* have to list or *define* these, but in order to discuss E, F & G, below; you *do* need to be familiar with them.]

C) Design Principles of Organization (ch 2-6)

Be familiar with unity, harmony, contrast, balance/weight, repetition, similarity, variety, continuity/movement/direction, grouping/proximity, isolation, relief space/white space, emphasis, alignment, anomaly, etc.
[You do *not* have to list or define these, but in order to discuss E & F, below; you *do* need to be familiar with them.]

E) * Unity and Harmony**

You will be shown one or more works of art or design. You will be asked to describe (write about and/or sketch) a) how *similarity/uniformity/order* is established *and*
b) how *variety/contrast/dynamism* is established within the design.

F) * Emphasis (Focal Areas), Relief and Directional Force/cues**

You will be shown one or more works of art or design. You will be asked A) where *emphasis* has been established and B) *how* the principles of organization have been used to establish those areas of emphasis. C) Identify relief areas, and describe how they are established. You may be asked to D) identify major directional elements and describe how they influence graphic impact and eye path/flow.

Practice for the test by answering questions E & H, above, while analyzing these images from the text: (these specific works may *not* be on the test, but designs with similar traits will be.)

Taeuber-Arp, <i>Composition with Circles Shaped by Curves</i> , p. 32A.	Barnbaum, <i>Dune Ridges at Sunrise, Death Valley</i> , p. 108A
Degas, <i>The Millinery Shop</i> , p.33C	Burchfield, <i>The Insect Chorus</i> , p. 114A
Henry Moore, <i>Standing Figure: Knife Edge</i> , p. 14A	Van Gogh, <i>Portrait of the Artist</i> , p. 166A
Wayne Thiebaud, <i>Paint Cans</i> , p. 24A	Target ad, p. 253B
Frank Gehry, <i>Guggenheim Museum/Bilbao</i> , p. 47B	<i>Casanova Table and Side Chairs</i> , p. 247C
Stuart Davis, <i>Ready-to-Wear</i> , p. 51B	<i>Math Rules</i> p. 5B
Wm Bradley, <i>The Chap Book cover</i> , p165D	Chardin, <i>The Attributes of Music</i> p. 221A
Eakins, <i>The Agnew Clinic</i> , p. 55B	El Lissitzky, <i>Of Two Squares</i> , p. 169
<i>Call for entries... p. 54A</i>	<i>David, Death of Socrates</i> , p. 136B
<i>Bruegel, The Harvesters</i> , p. 180A	<i>Lawrence, Cabinet Makers</i> , p. 185C

(see sample crits at: http://sites.harding.edu/gclayton/Crits/Crit000_CritsAll.html)

Note: email me responses to these questions.

*Before Class 15: Respond to **Ques E:** for Tauber-Arp, Barnbaum, or Degas*

*Before Class 16 (test): Respond to **Ques F:** Chardin, David, or Target ad.*

Terms and Topics

Feel free to use these lists as references or reminders.

These lists are not all-inclusive, but they may offer prompts for traits, features and relationships to look for while you are analyzing designs. You will not be familiar with all of the topics listed—look for those that are familiar.

Visual Elements:

*Point, Line, Shape, Color (Value), Texture, Pattern, Space,
Motion/Movement, Time, (arguable elements: Type, Image, Interactivity)*

Line types:

*Straight, curvilinear, organic, spiral, jagged, smooth, flowing, angular
... continuous, dotted, dashed, broken, implied...
...static, dynamic, “fast” and “slow”*

Line traits:

*Direction (horizontal, vertical, diagonal), length, thickness, color, clarity
(sharp/crisp, obscure/blurred, heavy, bold, delicate, subtle), consistency (constant
thickness/weight, textured, varied thickness), ...*

Shape types:

*(geometric) Square, triangular, rectilinear/rectangular, circles, semi-
circles...(organic/biomorphic) (gestalt—positive shapes vs. negative shapes)*

Some shape traits:

*Size, color, orientation/direction, alignment.
Clarity/focus/obscurity (esp. of bounding edges), texture, pattern...*

Texture types and traits:

*Smooth, rough, soft, coarse, constant (essentially no texture), irregular, subtle,
harsh, natural (woodgrain, stone-like, cloud-like, fur, etc.) man-made (polished,
buffed, machined, patterned...)
...implied, actual, illusory, simplified...*

Color Traits

*Hue (red, yellow, blue etc.), Value (light, dark, medium, tints, tones, shades),
Chroma (saturation, bright/brilliant, dull, subdued), temperature (warm, cool),
Neutral (black, white, gray), near-neutral, constant, textured, gradated...*

Space-related traits:

*Placement/ position, interval, distribution, concentration) (depth, mass, volume)
...Flat (2D), shallow, deep, ambiguous/contradictory....*

Space-related tactics (3D):

*overlap, linear perspective, vanishing points, converging edges, diminution of
size, foreshortening, position (height) in field, aerial/atmospheric perspective
(esp. varied value contrast), modeling, shadows, cast shadows, highlights...*

Principles and Concepts of Design:

*Unity, Harmony, Contrast, Balance, Emphasis, Relief, Focal area(s), Rhythm,
Repetition, Proportion, Scale, Similarity, Variety, order, disorder, continuity,
alignment, directional movement & directional cues, isolation, norm & anomaly,
figure, ground, visual field, visual weight, graphic impact, graphic hierarchy...*