

ADES 2515

IMAGE MAKING
& COLOR THEORY

the syllabus // 16 weeks working with images & color //

COURSE DESCRIPTION

Image Making & Color Theory: **3 HOURS**. In this introductory course students will develop conceptually-based analog, mixed media and digital illustration skills, as well as study and apply color theory.

PREREQUISITES

Students must have successfully completed **ADES 1540**.

COURSE CONTENT

Image Making and Color Theory is an introductory course in which students will develop fundamental analog, mixed media and digital illustration skills. We'll explore a range of illustration techniques as well as broaden critical/conceptual thinking and problem solving skills. Additionally, we will study the theory of color attributes and interactions, color terminology and development, color applications and pragmatic color control, evocative/emotional color content development and control and color as primary visual communication device.

Color Design Workbook: A Real World Guide to Using Color in Graphic Design by Adams Morioka

BOOKS: REQUIRED

Illustration: A Theoretical & Contextual Perspective by Alan Male

BOOKS: SUGGESTED

The Art of Color: The Subjective Experience and Objective Rationale of Color by Johannes Itten

Interaction of Color: Revised and Expanded Edition by Josef Albers

Charley Harper: An Illustrated Life by Todd Oldham

COURSE OBJECTIVES

- A** Develop and demonstrate proficiency in the foundational principles of image making: critical thinking, conceptual problem solving, composition, drawing skills, craft and execution.
- B** Develop and demonstrate proficiency in analog/alternative mark making.
- C** Develop an awareness of the field of image making/illustration, its history, vocabulary, professional illustrators and current trends or movements.
- D** Develop and demonstrate proficiency in basic color theory, color analysis and color control.
- E** Develop and demonstrate proficiency in controlling emotional/intellectual communication through the understanding and manipulation of color.
- F** Develop and demonstrate proficiency in presentational skills.
- G** Develop and demonstrate disciplined attendance and work habits.

COURSE STRUCTURE

This class is primarily structured around assigned studio problems. Students and instructor will divide their time between lecture, demonstration and small amounts of in-class work. Students will primarily be required to complete work outside of class for the duration of the semester. Students should plan to spend two to three hours working outside of class for every hour spent working in class. Students must participate in the Sophomore Portfolio Review in December in order to pass this course.

GRADING & EVALUATION

Students' final grade will be based on three criteria:

1. Successful completion of assigned work
2. Attendance (see attached policy)
3. Class attitude, performance and participation

EACH PROJECT IS WORTH:

Three graphic interpretation/color exercises: **30% (10% EACH)**

Editorial magazine cover: **20%**

Icon design & magazine layout: **20%**

Poster: **25%**

Final test: **5%**

Maximum number of points a student can earn for design and concept is a total of **100%**

Maximum number of points a student can lose for the following is **20%** of the grade.

You will be graded on the following criteria:

CRAFT: supercomps :: presentation :: technical proficiency :: design/ideation

PERFORMANCE: attitude :: deadlines :: participation :: engagement :: proactivity/curiosity

PROFESSIONALISM: presentation :: follows instructions :: critique :: class interaction

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ACCESS TO INFORMATION

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: eagleconnect.unt.edu

DISABILITY ACCOMMODATION

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at disability.unt.edu. You may also contact them by phone at 940.565.4323.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at unt.edu/oda, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at 940.565.4323.

RISK FACTOR

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.”

EMERGENCIES

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

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ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You'll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only two (2) unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

ELECTRONIC DEVICES

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

GRADING POLICY

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

PLAGIARISM

Students caught cheating or plagiarizing will receive a "o" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

RIGHTS & RESPONSIBILITIES

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See unt.edu/csrr for further information.

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FINANCIAL AID
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A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

**RETENTION OF
STUDENT RECORDS**
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Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act

(FERPA) laws and the university's policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

**STUDENT EVALUATION
OF INSTRUCTION**
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Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

**ACCEPTABLE STUDENT
BEHAVIOR**
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Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct

SUCCEED AT UNT
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UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go success.unt.edu.

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

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the contract // sign it! //

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally “I agree to the terms and conditions outlined in the *Permission to Use Student Work* contract.”

NAME (PRINT)

SIGNATURE

DATE

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schedule // 16 weeks making images & working with color //

WEEK 1 :: 8/28 & 8/30

MON

INTRO: Syllabus/attendance/required books/supplies/plotter paper

ASSIGN: Assignment 1: *Graphic Interpretation*

Show samples of graphic translation assignment

LECTURE: Why illustration? Illustration vs. photography, review genre/styles of illustration.

ASSIGN: Image & research

ASSIGN: 7-10 thumbnails/rough pencils interpreting assigned or approved using woodcut style illustration (3.5 x 5 inches to 7 x 10 inches for more detailed work)

WED

DUE: Image research (sketches), work in class on graphic interpretations

CRITIQUE: 7 to 10 thumbnails/rough pencils interpreting the painting using woodcut style illustration (3.5 x 5 inches to 7 x 10 inches for more detailed work).

LECTURE: Analyzing light and form for graphic translation

ASSIGN: Select the best direction, complete final tight pencil (7 x 10 inches)

DEMO: Engraving/woodcut video

May begin computer process/illustration

WEEK 2 :: 9/4 & 9/6

MON LABOR DAY HOLIDAY

WED

CRITIQUE: Woodcut illustration (in progress)

LECTURE: How to analyze light and form for graphic translation

DEMO: Mounting work to black board

ASSIGN: Final woodcut illustration DUE 9/11 (black & white only) 7 x 10 inches mounted on 10 x 15 black matte board

WEEK 3 :: 9/11 & 9/13

MON

DUE: Woodcut illustration (black & white only) 7 x 10 inches mounted on 10 x 15 black matte board

ASSIGN: 5 geometric graphic interpretations, thumbnails/rough pencils (3.5 x 5 inches or 7 x 10 inches for more detailed work)

LECTURE: Review basic color theory/making palettes in amounts/color inspiration

ASSIGN: Color research palette studies: 15 based on various assigned themes and inspirations

WED

CRITIQUE: 5 geometric interpretations, pencil roughs, select the best iteration

CRITIQUE: Color research palette studies, select one to apply to geometric graphic interpretation

ASSIGN: Final revisions to geometric graphic interpretation: final tight pencil 7 x 10 inches

ASSIGN: Begin process of drawing the final illustration in the computer using Adobe Illustrator and applying chosen color palette

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WEEK 4 :: 9/18 & 9/20

MON

CRITIQUE: Geometric interpretation in progress, print draft on plotter in color

WED

CRITIQUE: Geometric interpretation in progress, corrected plotter color

ASSIGN: Final geometric interpretation DUE 9/25 (black & white only) 7 x 10 inches mounted on 10 x 15 black matte board

WEEK 5 :: 9/25 & 9/27

MON

DUE: Final geometric interpretation due at beginning of class 7 x 10 inches mounted to 10 x 15 black matte board

ASSIGN: Artist mimic research

ASSIGN: 10 artist mimic thumbnails/rough pencils (3.5 x 5 inches to 7 x 10 inches with more detail)

WED

CRITIQUE: Review in class – artist mimic graphic interpretations, 10 pencil roughs

ASSIGN: Select the best direction, complete final tight pencil (7 x 10 inches)

WEEK 6 :: 10/2 & 10/4

MON

CRITIQUE: Artist mimic graphic interpretation final tight pencil (7 x 10 inches)

LECTURE: Analog mark making processes

ASSIGN: Final artist mimic graphic interpretation. Scan and begin final computer illustration.

WED

CRITIQUE: Mimic illustration (7 x 10 inches) in progress, plotter color

WEEK 7 :: 10/9 & 10/11

MON

DUE: Final mimic illustration (7 x 10 inches) mounted to 10 x 15 black board

WED

LECTURE: Photo manipulation/magazine illustration/the power of a strong cover /purpose of a magazine cover/show examples

LECTURE: Magazines and brand loyalty. Tribes/you get me! Targeted demographics.

ASSIGN: Assignment 2: *Editorial Magazine Cover*

Cover illustration topic and magazine (photo manipulation) research

ASSIGN: 25 concept thumbnails (2 x 3 inches)

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WEEK 8 :: 10/16 & 10/18

MON

CRITIQUE: Cover illustration topic research

CRITIQUE: 25 concept thumbnails (2 x 3 inches), select best direction to execute

ASSIGN: 1 concept revisions (5 x 7 inches) pencil rough

ASSIGN: Begin execution of photo manipulation

WED

CRITIQUE: Review photo manipulation in progress, print draft on plotter in color

ASSIGN: Drop-in cover illustration in cover layout provided

WEEK 9 :: 10/23 & 10/25

MON

CRITIQUE: Final execution of photo manipulation

REVIEW: Initial drop-in cover illustration in cover layout provided

WED

DUE: Cover illustration (photo manipulation), mounted on black foamcore, cut flush to the edge

ASSIGN: Assignment 3: *Icon Design*

Icon topic research: Find 5 fun "How To" list (we'll discuss in class)

WEEK 10 :: 10/30 & 11/1

MON

CRITIQUE: Icon topic research, discuss and select best direction

ASSIGN: Icon pencil thumbnails (4-5 total: at least 4 per icon= 20 thumbnails)

WED

CRITIQUE: Icon pencil 20 thumbnails (4-5 total: at least 4 per icon= 20 thumbnails) Select best direction

ASSIGN: Revise icon pencil thumbnails

ASSIGN: Color studies, limit yourself to two or three color combinations

WEEK 11 :: 11/6 & 11/8

MON

CRITIQUE: Icons in progress and color study review

ASSIGN: Begin computer implementation

WED

CRITIQUE: Revue of revised icons

ASSIGN: Layouts begin

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WEEK 12 :: 11/13 & 11/15

MON

CRITIQUE: Revue of revised icons dropped into layout and work-in-progress

WED

CRITIQUE: Work in progress

ASSIGN: Final layout with icons dropped in

WEEK 13 :: 11/20 & 11/22

MON

DUE: Final layout with icons dropped in, mounted on black foamcore, cut flush to the edge

ASSIGN: Assignment 4: *Poster Design*

LECTURE: Illustration/design for social/environmental causes = designing for good

ASSIGN: 30 thumbnail studies on social/environmental topic

WED

CRITIQUE: 30 thumbnail studies on social/environmental topic

LECTURE: Poster design and designers

ASSIGN: Tight pencil layout for approval

THURS. THANKSGIVING

WEEK 14 :: 11/27 & 11/29

MON

CRITIQUE: Tight pencil layout for approval

ASSIGN: Computer implementation / Plotter color

WED

CRITIQUE: Computer implementation, color studies
Plotter color/full size

WEEK 15 :: 12/4 & 12/6

MON

DUE: Final posters, plotter color, full-size. Plotter color/full-size

WED

DUE: Final Test on terminology and text book references covered throughout the semester

WEEK 16 :: 12/11 (FINAL: AGREED UPON FINAL MEETING TIME)

EXAMS: No Class

*This schedule is subject to changes/updates at the instructor's discretion

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binder // 16 weeks making images & working with color //

CVAD expects our students to keep all their thumbnails & process in a binder to be reviewed at the end of the semester. A 4-5" capacity 3-ring binder is usually sufficient. Additional to service the binder, you can buy Bienfang 100-sheet Parchment pads, 9" x 12", and take to a copy shop, have the pad cut down to 8.5 x 11" and have them three hole drilled to make it easier to add to their binders at the end of the semester. We will show you a typical binder from a former student to review in class early in the semester.

Some Type 1/Color students that didn't use the print lab last semester will need to be asked an upperclassman to show you how to use the plotters. If you are going to print for in the lab and need help ask for it, so you don't inadvertently mess things up.

One other thing usually suggested for students to buy is a roll of paper from Red River paper in Dallas. It's thicker and produces beautiful results on the plotters. It's not a requirement but it's really nice paper and performs better than the cheap plotter paper. You can order it or just drive down and get it. If you would like to buy it, the specs and link are below. Students can share a roll to save money too.

<http://www.redrivercatalog.com/browse/47lb-premium-matte-rolls.html>

47lb. Red River Premium Matte
24 x 98 roll
3 inch core
\$39.90