ADES 2515
IMAGE MAKING & COLOR THEORY

**course of study // 16 weeks working with image & 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 ADEN 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 communication visual device.

**BOOKS: REQUIRED**
*Basics Design: Image* by Gavin Ambrose & Paul Harris

**BOOKS: SUGGESTED**
*Illustration: A Theoretical & Contextual Perspective* by Alan Male
*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 illustration: 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 2 to 3 hours working outside of class for every hour spent working in class. Students must participate in the Sophomore Portfolio Review 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

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 11 presentation 11 technical proficiency 11 design/ideation
*PERFORMANCE*: attitude 11 deadlines 11 participation 11 engagement 11 proactivity/curiosity
*PROFESSIONALISM*: presentation 11 follows instructions 11 critique 11 class interaction
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Disability Accommodation

“The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. 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 www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

Risk Factor

Risk Factor: 2. In level two courses, student 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 and fumes and repetitive stress injuries related to extended computer use.

Emergencies

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of a tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until all an all clear signal is sounded. Follow your instructor's direction and act accordingly.

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 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 three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven 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 30 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.
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**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**

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

**RIGHTS & RESPONSIBILITIES**

As a student, you have rights and responsibilities within the academic community. See www.unt.edu/esrr for more information.

**FINANCIAL AID**

**FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS**

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 http://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.

**CHANGES**

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.
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**WEEK 1  A 27-31 (2 DAYS)**

**W**

**INTRO:** Syllabus/attendance/required books/supplies/Assignment 1: portrait and graphic interpretation

**LECTURE:** The conceptual image. Why literal interpretation is shunned.

**ASSIGN:** Portrait research

**F**

**LECTURE:** Why illustration?
Brief history and rationale/guidelines for choosing to use illustration over photography
Types of image making: photo collage & manipulation, painting, vector art, etc.

**DUE:** Portrait Research, work in class on ideation and thumbnails

**ASSIGN:** 30 portrait thumbnails (3.5 x 5 inches)

**WEEK 2  S 3-7 (2 DAYS)**

**M**

**LABOR DAY, NO CLASSES**

**W**

**LECTURE:** How to analyze light and form for graphic translation. Demo engraving/woodcut.
Show samples of graphic translation assignment

**DUE:** 30 portrait thumbnails (3.5 x 5 inches)

**ASSIGN:** Select the best 3 ideas to refine (7 x 10 inches)

**F**

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

**DUE:** Best 3 ideas to refine (7 x 10 inches)

**ASSIGN:** Select the best direction, begin engraving/woodcut process

**WEEK 3  S 10-14**

**M**

**LECTURE:** Images, cropping, treatments = cognitive & denotive meaning

**DUE:** Engraved/woodcut portrait

**ASSIGN:** Straight line graphic interpretation, pencil rough

**W**

**DUE:** Straight line graphic interpretation, pencil rough

**ASSIGN:** Curved line graphic interpretation, pencil rough

**F**

**DUE:** Curved line graphic interpretation, pencil rough

**ASSIGN:** Assigned artist mimic graphic interpretation, pencil rough

**ASSIGN:** Revisions to straight curved, straight line and woodcut graphic interpretation, final pencils
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**WEEK 4  S 17-21**

**M**
- **DUE:** Assigned artist mimic graphic interpretation, pencil rough
- **DUE:** Revisions to curved, straight line and woodcut graphic interpretation, final tight pencils
- **ASSIGN:** Scan/or draw final art (using the computer) curved, straight line and woodcut graphic interpretation
- **ASSIGN:** Final revision to assigned artist mimic graphic interpretation, final tight pencil

**W**
- **DUE:** Final revision to assigned artist mimic graphic interpretation, final tight pencil
- **DUE:** In progress: Scanning/drawing final art (using the computer) curved, straight line and woodcut graphic interpretation
- **ASSIGN:** Computer/finished art for assigned artist mimic graphic interpretation

**F**
- **DUE:** In progress all: Scanning/drawing final art (using the computer) curved, straight line and woodcut graphic interpretation, finished art for assigned artist mimic graphic interpretation
- **ASSIGN:** Amounts color studies using one of the graphic interpretations

**WEEK 5  S 24-28**

**M**
- **DUE:** Amounts color studies using one of the graphic interpretations
- **ASSIGN:** Value color studies using one of the graphic interpretations

**W**
- **DUE:** Value color studies using one of the graphic interpretations
- **ASSIGN:** Saturation color studies using one of the graphic interpretations

**F**
- **DUE:** Saturation color studies using one of the graphic interpretations
- **ASSIGN:** Portrait graphic interpretation and color studies, mounted for final presentation

**WEEK 6  O 1-5**

**M**
- **DUE:** Portrait graphic interpretation and all color studies, mounted for final presentation
- **ASSIGN:** Cover illustration topic and magazine (photo manipulation) research
- **LECTURE:** Photo manipulation/magazine illustration/the power of a strong cover/purpose of a magazine cover/show examples

**W**
- **LECTURE:** Magazines and brand loyalty. Tribes/you get me!
- **DUE:** Cover illustration topic research
- **ASSIGN:** 50 concept thumbnails (2x3 inches)

**F**
- **DUE:** 50 concept thumbnails (2x3 inches)
- **ASSIGN:** 5 concept revisions (5x7 inches) pencil roughs
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**WEEK 7  O 8-12**

**M**

**DUE:**  5 concept revisions (5x7 inches) pencil roughs  
**ASSIGN:**  Final execution of photo

**W**

**DUE:**  Execution of photo in process  
**ASSIGN:**  Pen tool masthead/nameplate and drop in cover illustration in layout

**F**

**DUE:**  Pen tooled masthead and cover illustration in process dropped in layout  
**ASSIGN:**  Cover illustration (photo manipulation), mounted on black foamcore, cut flush to the edge  
**ASSIGN:**  Icon research

**WEEK 8  O 15-19**

**M**

**DUE:**  Cover illustration (photo manipulation), mounted on black foamcore, cut flush to the edge  
**DUE:**  Icon research  
**ASSIGN:**  Icon pencil thumbnails (10 total: at least 4 per icon= 40 thumbnails)

**W**

**DUE:**  Icon pencil thumbnails (10 total: at least 4 per icon= 40 thumbnails)  
**ASSIGN:**  Revisions to icon pencil thumbnails (10 total: at least 2 per icon= 20 thumbnails)

**F**

**DUE:**  Revisions to icon pencil thumbnails (10 total: at least 2 per icon= 20 thumbnails)  
**ASSIGN:**  Final icon tight pencils (10 total)  
**ASSIGN:**  Poster layout thumbnails for icons (10 total 3x5 inches)

**WEEK 9  O 22-26**

**M**

**DUE:**  Final icon tight pencils (10 total)  
**DUE:**  Poster layout thumbnails for icons (10 total 3x5 inches)  
**ASSIGN:**  Computer implementation of icons/adding color studies  
**ASSIGN:**  Poster layout best direction tight pencil (half-size)

**W**

**DUE:**  Computer implementation of icons/adding color studies  
**DUE:**  Poster layout best direction tight pencil half-size  
**ASSIGN:**  Computer implementation poster layout

**F**

**DUE:**  Computer implementation of icons/adding color studies in poster layout  
**ASSIGN:**  Final presentation of computer implementation of icons in a poster layout, plotter color and paper mounted as directed by professor
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**WEEK 10**  
**O 29-N2**  
**M**  
**DUE:** Final presentation of computer implementation of icons in a poster layout, plotter color and paper mounted as directed by professor  
**ASSIGN:** Op-ed illustration topic research (key words, ideation in progress) and newspaper op-ed typography to mimic/measure grid/identify typography  
**LECTURE:** Op-ed editorial illustration and fast turnaround  
**LECTURE:** Concept matrix  

**W**  
**DUE:** Op-Ed Illustration topic research (key words, ideation in progress), newspaper op-ed typography, grid layout measured and grid implemented in InDesign to mimic  
**ASSIGN:** 30 thumbnail concept studies for op-ed illustration  

**F**  
**DUE:** 30 thumbnail concept studies for op-ed illustration  
**ASSIGN:** Select the best solution and translate in black and white: media will be your choice (vector, woodcut, brush and ink etc.)

**WEEK 11**  
**N 5-9**  
**M**  
**DUE:** Op-ed illustration dropped in newspaper layout  
**ASSIGN:** Revisions to typography and image if necessary and final mounted work to be presented next class  

**W**  
**DUE:** Final op-ed illustration dropped in newspaper layout, mounted per professor’s instruction  
**ASSIGN:** Social/environmental poster (Series of 2-3)  
**LECTURE:** Illustration/design for social/environmental causes = designing for good  
Week of mark making and mark making demos  

**F**  
**DUE:** Review marks made in class Wednesday  
Work in class making, stamping, painting etc.  
**LECTURE:** Poster design and designers  
**ASSIGN:** 30 thumbnail studies on social/environmental topic

**WEEK 12**  
**N 12-16**  
**M**  
**DUE:** 30 thumbnail studies (2x3 inches) on social/environmental topic  
Work in class making, stamping, painting etc., last day to work in class on analog process  
**ASSIGN:** 15-20 revisions to thumbnail studies on social/environmental topic (3x5 inches)  

**W**  
**DUE:** 15-20 revisions to thumbnail studies on social/environmental topic (3x5 inches)  
**ASSIGN:** 5 revisions to thumbnail studies on social/environmental topic, 5x7 inches rough pencil studies to include typography
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F
DUE: 5 revisions rough pencil studies, 5x7 inches
ASSIGN: Final tight pencils on best 2 or three rough pencils

WEEK 13  N 19-23 (2 DAYS 22 THANKSGIVING)
M
DUE: Final tight pencils on best 2 or three rough pencils
ASSIGN: Final computer implementation, color studies

W
DUE: Final computer implementation, color studies, ongoing

F THANKSGIVING

WEEK 14  N 26-30
M
DUE: Final computer implementation, color studies, ongoing
ASSIGN: Plotter color/full-size

W
DUE: Final computer implementation, color studies, ongoing
ASSIGN: Plotter color/full-size

F
DUE: Final computer implementation, color studies, ongoing
ASSIGN: Plotter color/full-size

WEEK 15  D 3-7 (2 DAYS, FRIDAY OFF)
M
DUE: Final computer implementation, color studies, ongoing
ASSIGN: Plotter color/full-size

W
DUE: Final computer implementation, color studies, ongoing
ASSIGN: Plotter color/full-size

F FRIDAY OFF, READING DAY

WEEK 16  D 10-14 (FINALS)
M
DUE: Final posters, plotter color, full-size