

ADES 2515

IMAGE MAKING & COLOR THEORY

the syllabus // 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 **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 communication visual device.

BOOKS: REQUIRED

Basics Design: Image by Gavin Ambrose & Paul Harris
Color: A Workshop Approach by David Hornung

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 two to three 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

Each project is worth:

Portrait/graphic interpretation/color exercises: **35%**

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

Editorial cover: **20%**

Poster series: **25%**

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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

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 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 and 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

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 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 an all clear signal is sounded. Follow the instructions of your teachers 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'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 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 stationery 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.

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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

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, in-tact 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

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

FINANCIAL AID

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 26-30 (2 DAYS)

W

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

ASSIGN: Portrait research

F

LECTURE: The conceptual image

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.

Demonstrate matrix ideation

DUE: Portrait research, work in class on ideation and thumbnails

ASSIGN: 30 portrait thumbnails (3.5 x 5 inches)

WEEK 2 S 2-6 (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

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

ASSIGN: Select the best direction, begin engraving/woodcut process (analog or by hand)

WEEK 3 S 9-13

M

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

DUE: Engraved/woodcut portrait (in progress)

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 16-20

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
LECTURE: Review basic color theory/making palettes in amounts/color inspiration
ASSIGN: Amounts color studies using one of the graphic interpretations

WEEK 5 S 23-27

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

WEEK 6 S 30- O 4

M

- DUE:** Revisions to final illustrations and value studies

W

- DUE:** Revisions to final illustrations and value studies

F

- DUE:** Revisions to final illustrations and value studies
ASSIGN: Portrait graphic interpretation and color studies, mounted for final presentation

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WEEK 7 ◉ 7-11

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

WEEK 8 ◉ 14-18

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 9 ◉ 21-25

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)

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WEEK 10 O 28- N 1

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

WEEK 11 N 4-8

M

- DUE:** Final presentation of computer implementation of icons in a poster layout, plotter color and paper mounted as directed by professor

W

- 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 11-15

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

F

- DUE:** 5 revisions rough pencil studies studies, 5x7 inches
ASSIGN: Final tight pencils on best 2 or three rough pencils

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WEEK 13 N 18-22

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 Final computer implementation, color studies, ongoing
Plotter color/full-size

WEEK 14 N 25-29 (2 DAYS 22 THANKSGIVING)

M

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

W

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

F **THANKSGIVING**

WEEK 15 D 2-6 (2 DAYS, FRIDAY OFF)

M

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

W

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

F **FRIDAY OFF, READING DAY**

WEEK 16 D 9-13 (FINALS)

M

DUE: Final posters, plotter color, full-size