

SYLLABUS

DRAWING & COLOR | DMA 21

Winter 2017 | UCLA Department of Design Media Arts

INSTRUCTOR: Julieta Gil

EMAIL: julietagil@ucla.edu

OFFICE HOURS: Thursday 12:00 - 1:00 or by appointment

TA: Yuehao Jiang

EMAIL: yuehaojiang@gmail.com

OFFICE HOURS: TBD

TTH 9:00 AM - 11:50 AM

Broad Art Center, 4240

CLASS DESCRIPTION

This class explores key concepts in color and drawing theory, design software, and studio practice.

Students will learn to work with color in Adobe Illustrator and Photoshop and will gain a foundational understanding of the science and psychology of color. Drawing explores the relationship between concept and image creation. Students engage in a variety of drawing media to investigate different techniques of expression and representation.

EVALUATION

Students will complete 3 visual projects throughout the quarter. Work must be clean and shown in a presentable manner. All digital assignments need to be saved as high resolution pdfs and placed in the drop folder before class begins. Students are also required to keep prints and objects from the assignments to demonstrate progress.

Keeping a sketchbook with drawings and conceptual explorations is highly encouraged.

Class time will be used to review student work, conduct software tutorials, and investigate the practical and theoretical dimensions of color and drawing.

GRADING

- 25% project 1
- 25% project 2
- 30% project 3
- 20% documentation and class participation

PROJECTS: Ability to conceptually and visually respond to assignment prompts and integrate them into the work, technical proficiency, attention to detail, improvement, and research.

DOCUMENTATION: Consistent documentation of design processes, highly composed photographic documentation of final objects.

CLASS PARTICIPATION: Being professional, punctuality, focus, articulation of design concepts, and contribution to class discussions.

Classes start at 9:00 AM. If you are 15 minutes late, you will receive a tardy. 3 tardies will turn into 1 absence. Every absence equals 1 full grade down (A to B), 3 unexcused absences result in a failing grade.

If there is an emergency and you will be late or absent from the class, please email me and your TA to discuss the situation.

Ask questions, make comments, contribute to reviews!

Learn from your peers; the class should be a collaboration.

SCHEDULE

WEEK 1: INTERACTION OF DRAWING AND COLOR

Tuesday 01/10

- Lecture: Joseph Albers, objectivity and subjectivity.
- Lecture: color = light = pixels = RGB
- Studio Work: Color steps and blending, dots lines and planes
- Homework: Listen to Radiolab Podcast.

Thursday 01/12

- Tutorial: Illustrator
- Studio Work: Color steps, blending, vibrating colors
- Homework: Finish studio work

WEEK 2: INTERACTION OF DRAWING AND COLOR

Tuesday 01/17

- Tutorial: Subtractive color and Reversed Ground
- Homework: Finish compositions

Thursday 01/19

- Studio Work: review compositions
- Lecture: Contemporary artists, introduction to project 1
- Homework: Project 1, conceptual poster - research artist and reference one artwork

Friday 01/20

- Lecture: Matthew Manos @ Broad 1250 2-5pm
- Attending this lecture will add extra credit towards class participation

WEEK 3: PROJECT 1 - CONCEPTUAL POSTER

Tuesday 01/24

- Studio work: Review research and work on graphics for poster
- Homework: Refine posters

Thursday 01/26

- Studio work: Finish posters and test prints

WEEK 4: PROJECT 2 - REPEAT PATTERNS

Tuesday 01/31

- Project 1 due: Conceptual Poster
- Group Critique
- Tutorial: color adjustments in Photoshop, digitizing drawings

Thursday 02/02:

- Lecture: symbols, patterns, and representation, introduction to project 2
- Tutorial: Making repeat patterns and pattern swatches in illustrator
- Studio work: Repeat patterns
- Homework: Make 3 compositions

WEEK 5: PROJECT 2- REPEAT PATTERNS

Tuesday 02/07

- Tutorial: Illustrator, pen tool, blend tool
- Studio work: assignment 2

Thursday 02/09

- Lecture: dot, line, plane, cube. Perspective and 3D
- Studio work: assignment 2

WEEK 6: IMAGE MAPPING

Tuesday 02/14

ASSIGNMENT 2 DUE

- Lecture: Drawing in the computer, introduction to project 03
- Tutorial: Photoshop
- Homework: come up with initial idea for mixed media piece

Thursday 02/16

- Lecture/Tutorial: Online publishing spaces
- Studio work: Review proposals
- Homework: Refine work

WEEK 7

Tuesday 02/21

- Tutorial: Photoshop, animated gifs
- Studio work: assignment 3
- Homework: Intro to 3D

Thursday 02/23

- Critique: REVIEW PROJECT 2 (prints should have arrived by now)
- Tutorial: from 2D to 3D - ways to enter new dimensions

WEEK 8

Tuesday 02/28

- Studio work: Assignment 3
- Tutorial: 3D basics texture mapping and basic animations

Thursday 03/02

- Studio work: final project

WEEK 9

Tuesday 03/07

- Studio work: final project

Thursday 03/09

- Studio work: final project

WEEK 10

Tuesday 03/14

- Final Critique

Thursday 03/16

- Final critique

PROJECTS

Project 1: Conceptual Poster

Analyse a concept used by any of the artists discussed in class and create a graphic content for a poster inspired by their color or drawing technique. Integrate concepts that we have worked in during class.

Project 2: Pattern Making

Research a topic about sustainability or social justice. Create a design for a wallpaper or fabric, around this topic. Your design should be based on techniques of repeat patterns, but should also contain elements of variation. Variation can occur within the color or drawing of the pattern. You may digitize sketches drawn by hand and integrate them into your pattern. We will learn from different print-on-demand techniques and chose one to produce our pattern.

Project 3: Mixed Media

This project will explore the boundaries and in-between spaces of categories in art: from painting to sculpture, from objects to images, from stills to video. We will use different representation techniques learned in class to create a mixed media piece that will be published in an online platform of your choice. The publishing platform should be closely studied and should add to the narrative of your piece.