

## HSAED – ART AND DESIGN

### ART – THE BASICS SERIES

#### 1 Airbrush: Painting With Air - Techniques Of Airbrush

**R1 200.00**

An artist explains the tools and techniques used to produce airbrush works, and demonstrations lead students from basic essentials to sophisticated graphics.

Shows spray control, how to use masks, friskets, blockout and more. Finished examples will inspire students to try this very effective technique.

#### 2 Basic Drawing: Hand, Eye, Art

**R1 200.00**

Good drawing is a skill that can be learned. This programme shows students how to use proven techniques and simple procedures, as well as common mistakes to avoid. Step-by-step lessons help them to see what they're looking at and how to translate visual experience into finished drawings

#### 3 Caricatures & How To Draw Them

**R1 200.00**

Caricature captures character quickly. With an incisive line, the artist creates devastating and delightful drawings that reveal the subject's personality.

Students can learn how to do it, using the simple step-by-step procedures set out in this programme, and, in the process, they'll also discover a sharp increase in their powers of observation as their skills improve

#### 4 How To Paint A Mural, Step-By-Step

**R1 200.00**

Muralist Jeff Greene, founder of the Evergreen Painting Company, guides classes through the complete process from concept to finished painting, including many examples in a wide range of styles that will inspire students to try their own projects.

Meet sketch artists, renderers, illustrators, and pictorial artists - and learn techniques such as faux finishes, trompe l'oeil and 'tricks of the trade' using mirrors. Learn how the original drawing is enlarged and techniques used when painting close-up whilst high up.

#### 5 Painting With Acrylics

**R1 200.00**

In this programme, students learn all the essential techniques of this popular and flexible medium, including direct painting, scumbling, dry-brush, wet-in-wet, underpainting, glazing and transparent washes. They'll learn how to handle problems such as drag and 'ghosts', blending even tones as well as developing form with colour and hue.

Easy to understand step-by-step demonstrations are reinforced by a wide variety of major contemporary artists and practicing illustrators. Every technique is explained in clear detail including knife painting and the problems of developing thick impasto works.

#### 6 Painting With Watercolours

**R1 200.00**

Students gain a solid grounding in the fundamental skills of watercolour painting by watching the artist narrator paint an entire landscape from beginning to end.

They learn how to paint an even wash, a graded tone, wet-in-wet, overlap, drybrush, masking and much more.

**PRICES EXCLUDE VAT**

#### AFRICAN EDUCATIONAL DISTRIBUTORS

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## ART – THE BASICS SERIES

**7 Pastel Painting****R1 200.00**

Students learn basic techniques of this accessible medium, *including:-*

- How to use soft, semi-soft, or hard pastels and to create loose sketches or precisely finished pieces;
- How to create detail with pastel pencils and stumps;
- When and how to use fixative;
- How strokes and blends create colour in a wide variety of textures and tonal nuances.

Historic and contemporary examples provided creative incentive, and a professional pastelists gives practical tips on layering

**8 Perspective Drawing: GettingThe Basics****R1 200.00**

Making a drawing that conveys the visual effect of the third dimension is a task that often baffles students. This programme makes it easy to do.

A brief introduction to the history and use of perspective principles offers many examples that will inspire viewers, and demonstrations show one- and two-point perspective in a series of simple, easy to understand steps.

**9 Think In Ink****R1 200.00**

Students learn how various types of dip pens and inks can be used to create drawings that are bold and powerful or subtle and delicate.

The programme includes demonstrations of crosshatching and stippling, and examples of pen drawings by the masters.

**10 The Lowly Pencil: How To Use It****R1 200.00**

Everyone has one!

Now students can learn how to access the common pencil's full range of possibilities for tone, line and texture simply by varying strokes. A series of step-by-step demonstrations reveal the basics as well as some surprising innovations, and examples by the masters as well as other students will heighten interest.

**COMPLETE SERIES OF 10 DVD'S – R10 000.00 EXCLUDING VAT – HSART001**

**OR R1 200.00 IF PURCHASED INDIVIDUALLY**

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## A CENTURY OF MODERN ART SERIES

### 1 Abstract Expressionism

Features the works of:-

- Jackson Pollock
- Franz Kline
- Willem de Kooning
- Adolph Gottlieb
- Mark Rothko
- Helen Frankenthaler
- Morris Louis
- Frank Stella

### 2 American Landscapes

Features the works of:-

- Joseph Stella
- Charles Demuth
- Charles Scheeler
- Georgia O'Keeffe
- Arthur Dove
- John Marin

### 3 Cubism

Features the works of:-

Post-Impressionist forerunner:-

- Paul Cézanne

Cubists:-

- Pablo Picasso
- Georges Braque
- Juan Gris
- Robert Delaunay
- Fernand Léger
- Marcel Duchamp
- Piet Mondrian

### 4 Modern Mavericks

Features the works of:-

- Gustav Klimt
- Paul Klee
- Georges Rouault
- Amedeo Modigliani
- Giacomo Balla
- Oskar Kokoschka

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## A CENTURY OF MODERN ART SERIES

**5 Pop**

Features the works of:-

- Roy Lichtenstein
- Andy Warhol
- James Rosenquist
- Wayne Thiebaud
- Claes Oldenburg
- Robert Indiana

**6 Realism**

Features the works of:-

- Edward Hopper
- Ben Shahn
- Jack Levine
- Horace Pippin
- Milton Avery
- Andrew Wyeth
- Grant Wood
- Thomas Hart Benton

**7 Surrealism**

Features the works of:-

- Salvador Dali
- Joan Miró
- Henri Rousseau
- Rene Magritte
- Giorgio de Chirico
- Marc Chagall

**8 The Fauves**

Features the works of:-

Impressionist forerunners:-

- Vincent van Gogh
- Paul Gauguin

A Fauves:-

- Henri Matisse
- Andre Derain
- Maurice Vlaminck
- Raoul Dufy

**Impressionism**

Features the works of:-

Impressionists:-

- Edouard Manet
- Claude Monet
- Pierre-Auguste Renoir
- Edgar Degas
- Mary Cassatt

Post-Impressionists:

- Georges Seurat
- Henri Toulouse-Lautrec

## A CENTURY OF MODERN ART SERIES

**10 Expressionism**

Features the works of:-

- Edvard Munch
- Ernst Kirchner
- Wassily Kandinsky
- Franz Marc
- Alexei Jawlensky
- Max Beckmann
- Henri Toulouse-Lautrec

**COMPLETE SERIES OF 10 DVD'S – R10 000.00 EXCLUDING VAT – HSART002**

**OR PURCHASED INDIVIDUALLY – R1200.00 EACH EXCLUDING VAT**

**COMPLETE SERIES OF 11 TITLES ON COMPUTER ART HSART003**

1 Caricatures R1 200.00

Jon draws a self-portrait caricature from a photograph. He discusses the importance of observation and demonstrates how to break down the components of the face, then paints the face using Photoshop and Fractal Painter.

2 3-D Animation & Computer Graphics R1 200.00

Using a logo concept, Jon models, maps, lights, and animates a 3-D-generated logo flyby using Discreet 3-D Studio Max.

3 Cartooning R1 200.00

Jon demonstrates how to create original and humorous drawings using basic shapes with an emphasis on expression and character traits. He scans the finished design and paints the cartoon using Met creation's Fractal Painter and Adobe's Photoshop.

4 Character Design R1 200.00

Jon sketches, details, scans, and paints original characters to be used in a production.

5 Drawing The Human Face R1 200.00

Jon sketches the face of a girl from a black and white photograph and scans the sketch into the computer. He then demonstrates how to paint the sketch digitally using Fractal Painter

6 Graphic Design & Illustration R1 200.00

Layout and composition are the focus as Jon creates a magazine cover and title page using Quark Xpress.

7 Hardware & Software R1 200.00

Jon walks viewers through several of the most popular and powerful graphic design packages available, from desktop publishing to 3-D animation

8 Photorealism R1 200.00

Jon creates a photorealistic pencil drawing complete with blurred background, soft edges, and tight detail. Includes a look at the work of artist Daniel Moore.

9 Special FX R1 200.00

Jon demonstrates how to draw reflective, rough, and bumpy textures, how to draw a detailed water drop complete with reflection and refractive properties, and explains 'digital compositing', using a green-screen to blend real and virtual elements into a scene.

10 Storyboards & Sequential Art	R1 200.00
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Jon demonstrates the creative process from the initial concept to the final storyboard. Point of view, camera movement, lighting, and directions are addressed

11 Web Design	R1 200.00
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Jon builds a basic Web page and shows how to add text, graphics, and links using Photoshop and Dreamweaver.

## **COMPUTER CAREERS FOR ARTISTS** HSART005

**R1 800.00**

In this programme, students meet two dynamic graphic design professionals, learn about their projects for print and television, and see how it's done with the powerful technology of 3D action graphics.

They'll also learn that creative concepts and hard work are still the most important ingredients for success as a professional artist working with computers.

### **Graphic Design: Typography**

**R2 000.00**

In this DVD, graphic designer Dot Lestar traces the history of alphabets and typefaces, explores the readability of different font styles, and examines the conventional methods used in measurement and spacing. *DVD / 2001 / 23 min / HSART006*

## **PHOTOGRAPHY AND CERAMIC ART**

ART01	EXPLORING PHOTOGRAPHY PART I	R750.00
	URBAN LANDSCAPE	
ART02	EXPLORING PHOTOGRAPHY PART II	R750.00
	THE IMAGE	
ART03	EXPLORING PHOTOGRAPHY PART III	R750.00
	LANDSCAPE	
ART04	EXPLORING PHOTOGRAPHY PART IV	R750.00
	SOCIAL DOCUMENTARY	
ART05	EXPLORING PHOTOGRAPHY PART V	R750.00
	MOVEMENT	
ART06	EXPLORING PHOTOGRAPHY PART VI	R750.00
	THE PORTRAIT	

ART07	INTRODUCTION TO SCULPTURE	R750.00
ART08	CERAMIC POTTERY	R750.00
ART09	CERAMIC DECORATING	R750.00
ART10	CERAMIC GLAZING	R750.00
ART11	CERAMIC FIRING	R750.00
ART12	METAL ART – CHISELLING	R750.00

Running Time: 30 min to 45 min.

### **Gregory Crewdson: The Aesthetics of Repression**

**R2 000.00**

This DVD profiles Gregory Crewdson, who is a leading figure in a photography movement that favors fantasy over realism and is often inspired by the cinema. *DVD / 2004 / 58 min / HSART004*

### **Introduction to Photoshop**

**R2 000.00**

This program introduces Photoshop. It shows how to use Photoshop to merge and edit color images; retouch photographic proofs; create original or composite artwork, collages, or photomontages for print or the Internet; generate color separations for printing; and colorize animated images.

*DVD / 2008 / 30 min / HSART024*

## **DESIGN**

### **ARCHITECTURE AND DESIGN – GRAPHICS SERIES** HSART007

**R1 250.00**

This two-part program follows the six steps used by an architect in building design. At each stage the various graphic communication techniques involved are examined. These include client discussion, concept stage, sketch plan, developed design, working documentation, and contract administration. The second section of the program follows in detail the rendering of a simple architectural drawing using a variety of techniques - pen and pencil, markers, watercolour and acrylics.

### **CREATING A LOGO – A PROCESS FOR DESIGNERS** HSART008

**R1 250.00**

Using the VEA logo as a real-life example, the process of conceptualising, designing and producing a logo is examined. Designers give their insight into developing a logo. Taken from the client arriving at the office with a design brief, through research and the creative processes leading to the presentation of a first draft and concluding with the production and launch of the logo. This program is a great way for students to learn the processes involved in designing a logo and to understand prospective clients' expectations.

### **Design: Understanding the Elements**

**R2 000.00**

Featuring a professor from Parsons School of Design, this program examines the elements of design. It discusses line; shape; visual and tactile textures; size; and such color terms as value, hue, complementary, analogous, triadic, additive, subtractive, and

primary. The DVD includes design examples from such fields as architecture, fashion, interior design, and art. *DVD / 2007 / 20 min / HSART09*

## **Elements of Design and Principles of Design** **R2 000.00**

This program examines such design elements as value, color, form, shape, line, space, and texture and offers examples of these elements in art, architecture, and nature. It also shows how design elements are combined to create contrast, rhythm, unity, emphasis, patterns, movement, and balance. *DVD / 1996 / 60 min / HSART010*

## **INSPIRATIONAL DESIGN** HSART011 **R2 000.00**

## **Visual Design: Elements and Principles** **R2 000.00**

This program explores the visual elements of design, including line, form, light, color, texture, and space. It also examines the ordering principles of scale, diversity, proportion, dominance, balance, rhythm, and unity.

*DVD / 1989 / 20 min / HSART012*

## **GENERAL ART**

## **Visual Literacy: Images and Meaning** **R2 000.00**

This program teaches how to develop analytical skills in visual literacy. It examines photography, animation, and graphic design; considers editorial decision making; and encourages the critical analysis of images. The DVD also explains how media images are generated and explores the inherently selective ways in which newspapers represent the world. *DVD / 2004 / 30 min / HSART013*

## **Creativity and Innovation: Four Steps to Improved Thinking** **R2 000.00**

Emphasizing the importance of innovative thinking to success in the modern workplace, this set teaches how to be more creative. It describes the four steps of problem solving, offers techniques for generating new ideas, and explains how group leaders can inspire creative thinking in their teams. *2 DVDs / 1995 / 97 min total / HSART014*

## **Color in Everyday Life** **R2 000.00**

This DVD explores the emotional and visual effects of color. Defining such terms as tint, shade, hue, value, and intensity and explaining primary, secondary, complementary, and neutral colors, the program shows how color can make an individual appear smaller or larger and how it can change the appearance of a room. The DVD also explores color schemes and color juxtaposition. *DVD / 2006 / 25 min / HSART015*

## **UNDERSTANDING COLOUR** HSART016 **R2 000.00**

## **Color Concepts** **R2 000.00**

This DVD explores color theory and defines such concepts as intensity, value, hue, and contrast. It considers how artists achieve color balance, explains the principles of complementary colors, teaches how to choose and blend colors, and shows how to use color to create the appearance of depth and dimension.

*DVD / 2001 / 29 min / HSART017*

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## **Exploring Color: Creating Color Wheels and Using Color Schemes** **R2 000.00**

This DVD examines the elements of color and explains primary, secondary, tertiary, and intermediate colors. It also shows how to create color schemes, discusses complementary colors, teaches how to employ contrast in a composition, and presents different styles of color wheels.



*DVD / 2007 / 20 min / HSART018*

**CREATIVE PROCESS** HSART019 **R2 000.00**

**ART IN THE CLASSROOM: DRAWING TOOLS AND METHODS** **R2 000.00**

**Is It Art?** **R2 000.00**

How do artists and gallery directors recognize art when they see it? How do they decide which works of art are significant and which represent passing fads? In this program, three art museum directors and six artists discuss these questions. They probe the nature of art and consider the processes integral in the creation of art. *DVD / 1992 / 60 min / HSART020*

**Yoruba: Nine Centuries of African Art and Culture** **R2 000.00**

This program investigates the culture of the Yoruba through their artwork, sculpture, and music. It examines royal portraiture, jewelry, and monumental works in stone. Destination Education.

*DVD / 1992 / 15 min / HSART021*

**100 Pathways to Creativity** **R2 000.00**

This set demonstrates 40 of the "100 Pathways to Creativity." It provides methods for managing distractions, reducing negative thinking, and maintaining focus.

*2 DVDs / 2007 / 187 min total / HSART022*

**Introduction to Perspective** **R2 000.00**

Introducing the concepts and tools of perspective, this set features twelve lectures that teach how to create the illusion of depth on a flat surface. It defines perspective, explains why perspective is a difficult technique to master, and shows how to simplify the concept to increase its utility. The set demonstrates how to draw a cube, locate vanishing points, draw groups of people, master round forms, depict hinged objects, and locate the horizon line of inclined planes. It also covers depth measuring systems and looks at plane projection.

*3 DVDs / 1997 / 12 hours total / HSART023*

**The Artist as Social Critic/Visionary** **R2 000.00**

This program shows how painters throughout history have used their art to protest against injustice, express social ideas, and comment on human folly and achievement. It looks at works by such artists as Botticelli, Goya, Hogarth, Rivera, Blake, Bosch, Dali, de Chirico, and Klee.

*DVD / 1972 / 25 min / HSART025*

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