

DESMA 21

DRAWING + COLOR SUMMER SESSION A 2018

Instructor Elí Joteva
Class Time 1:00 pm - 4:45 pm, Tuesday + Thursday
Room UCLA Broad 4220
Office Hours 12pm - 1pm, Thursday + by appointment
Contact joteva@ucla.edu

COURSE DESCRIPTION

DESMA 21 explores key concepts in color theory, camera work, design software, and studio practice. A combination of drawing, painting, photography and industry-standard software will be the predominant techniques used in the expression of abstract ideas. Students will learn color, drawing and design fundamentals in Adobe Photoshop and Adobe InDesign and will gain a holistic understanding of the science, symbolism, psychology and materiality of color in visual communication.

Exercises will move from mixing and applying pigment in paint, working with colored light, to computer and printed material, giving students a clear understanding of how to use color with intention and consistency across media. Drawing explores the relationship between concept and image creation, while fostering development of acute observation skills.

After moving through technical explorations of color through the framework of Josef Albers, students will expand their investigation to a conceptual use of color and drawing to reinterpret text as image and composition.

This course is designed for beginners and does not require any previous qualifications.

Studio, six hours; outside study, six hours.

EVALUATION

50% Exercises
20% Assignment 1
20% Assignment 2
10% Participation

Project feedback will be qualitative through discussion during the quarter and numeric scores will assigned for all work.

ATTENDANCE POLICY

Your attendance for all class meetings is required. Individual evaluation is based upon participation in classroom discussion, exercises, and attendance. Punctuality, focus, articulation of concepts, and contribution to class discussions are all part of class participation.

Unexcused Absences:

Unexcused absences will lower your grade. Each unexcused absence (before the class time) absence = 1 full grade down (A- to B-)

Total Absences:

A total of 3 or more unexcused absences will result in an Failing grade for the class. Certain extenuating circumstances (such as a prolonged illness) that prevent completion of a final project may result in an Incomplete grade.

Excused Absences:

Excused absences must be accompanied by proper documentation. If there is an emergency and you anticipate to be late or absent from the class, please email me before the class.

Tardiness:

There will be a 5 minute grace period after the starting time of the class.

You will be marked late if you arrive between 2:05-2:15pm.

You will be marked absent if you arrive after 2:15pm.

Three tardies equate to one absence.

COMMITMENT TO DIVERSITY

We understand the classroom as a space for practicing freedom; where one may challenge psychic, social, and cultural borders and create meaningful artistic expressions. To do so we must acknowledge and embrace the different identities and backgrounds we inhabit. This means that we will use preferred pronouns, respect self-identifications, and be mindful of special needs. Disagreement is encouraged and supported, however our differences affect our conceptualization and experience of reality, and it is extremely important to remember that certain gender, race, sex, and class identities are more privileged while others are undermined and marginalized. Consequently, this makes some people feel more protected or vulnerable during debates and discussions. A collaborative effort between the students, TA, and instructor is needed to create a supportive learning environment. While everyone should feel free to experiment creatively and conceptually, if a class member points out that something you have said or shared with the group is offensive, avoid being defensive; instead approach the discussion as a valuable opportunity for us to grow and learn from one another. Alternatively if you feel that something said in discussion or included in a piece of work is harmful, you are encouraged to speak with the instructor or TA.

ACCOMMODATIONS

Students needing academic accommodations based on a disability should contact the Center for Accessible Education (CAE) at (310)825-1501 or in person at Murphy Hall A255. When possible, students should contact the CAE within the first two weeks of the term as reasonable notice is needed to coordinate accommodations. For more information visit www.cae.ucla.edu.

COURSE REQUIREMENTS

Students will complete 5 exercises and 2 projects throughout the course. 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 class drop folder before class begins and uploaded on the class website after class. 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. Classtime will be used to review student work, conduct software tutorials, and investigate the practical and theoretical dimensions of color and drawing.

MATERIALS

11" x 15" Acid free Watercolor pad, heavy weight (140lb) cold press with perforated tear edges

18" ruler (metal with cork bottom)

Metal T-square

#11 Exacto Knife with replacement blades

1" Masking tape, neutral color, scotch 3M brand preferred

Drawing pencils (2b, 4b, 6b softness)

3/4" Watercolor/Acrylic paint brush

Size #6 Watercolor/Acrylic paint brush

Palette knife (small sized)

Plastic wheel palette (for acrylic, not oil)

2fl oz/ 59ml Liquitex Acrylic paint Acra Red #112

2fl oz/ 59ml Liquitex Acrylic paint Ivory Black #244

2fl oz/ 59ml Liquitex Acrylic paint Phthalocyanine Blue #314

2fl oz/ 59ml Liquitex Acrylic paint Phthalocyanine Green (blue shade) #317

2fl oz/ 59ml Liquitex Acrylic paint Cadmium Orange Hue (Brilliant Orange) #720

2fl oz/ 59ml Liquitex Acrylic paint Cadmium Yellow Medium Hue #830

2fl oz/ 59ml Liquitex Acrylic paint Prussian blue #318

2fl oz/ 59ml Liquitex Acrylic paint Cobalt Blue (Brilliant Blue Purple) #381

4.65fl oz/ 59ml Liquitex Acrylic paint Titanium White #432

2fl oz/ 59ml Liquitex Acrylic paint Dioxazine Purple #186 (optional)

+ plastic water container, eraser, pencil sharpener, black sharpie

ART STORE

Blick Art Materials

11531 Santa Monica Blvd, Los Angeles CA 90025

LAB HOURS

You may access our classroom or the DMA lab to work on your projects outside of class time. See an updated schedule of the open lab hours online at <https://support.dma.ucla.edu/>

SCHEDULE (may change to meet class needs)

WEEK 1	T 06.26	Introduction & Class overview: Look at syllabus, supplies, website (how to upload) Lecture: What is color? Studio: Collective color archive Listen: Radiolab , Colors Purchase : Class materials by 06.28 Create: Folder titled 'FIRST LAST NAME' in course cloud + username on course website Download & Play: Blendoku Exercise 1: 300 word response on psychological, scientific or cultural relationships of color. Due 07.03
	TH 06.28	Pigments & Palattes : Subtractive Color Lecture: Color theory, Color systems Exercise 2: Paint colorwheels and scales, Itten Chart - your design. Complete & scan by 07.05 Introduce Assignment 1: Seeing the Unseen For next class: Bring a printed photograph, a white/bright object and a colored object.

WEEK 2	T 07.03	Rays of light: Additive Color Lecture: Digital color. Photoshop, scanning and labeling Color wheels, Layers and Alpha Channels, Printing Exercise 1 due: Present papers to class Exercise 3: Produce Additive Color Wheel and Value Scales Homework: Scan Exercise 2, bring scanned files to class
	TH 07.05	Working in a Digital Color Space Tutorial: Digital swatches, masks, grids, shapes In-class studio & Homework: Finish Exercise 2, 3 and work on Assignment 1 Exercise 2, labeled files due 07.06 - 5pm

WEEK 3	T 07.10	Eyes & Cameras: Producing photographs Lecture: Light & Color temperatures, Color-corrections in Adobe Exercise 3 due, 12pm Shootroom Studio: Camera work, mixing colored light, diffraction, white balance Studio : Assignment 1 check-in Homework: Download Josef Albers app (or access at the library) Finish Assignment 1

TH 07.12 **Critique Day**
Assignment 1 Due
Lecture: Artist and Designers working with color, Perspective & Abstract Drawing, 2D vs 3D
Exercise 4: Drawing with a grid & drawing in VR
Homework: Concept proposal for final project

WEEK 4 **T 07.17** **Color Combinations**
Lecture: Josef Albers techniques, Analogous Colors, Complementary Colors, Simultaneous Contrast
Exercise 5: With your digital palettes and drawings, create a series of compositions based on Josef Albers exercises. Due 07.19.
Introduce Assignment 2: Color Book

TH 07.19 **Book Layouts**
Lecture: Indesign Layouts
Exercise 4 due
Studio: Transfer Photoshop images into Indesign and begin constructing book layouts.

WEEK 5 **T 07.24** **Printing preparations**
Exercise 5 due
Guest: Israel Gutierrez, color printing
Studio: Working on final compositions & one-on-ones

TH 07.27 **Studio:** Print tests + finalizing compositions

WEEK 6 **T 07.31** **Studio :** Finalizing compositions, printing & binding
Photograph final works.

TH 08.02 **Final critique : Assignment 2**