

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: Experimental Media Techniques II

Course Code No.: ADV 112-3

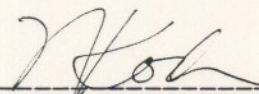
Program: Advertising Art & Graphic Design

Semester: Two

Date: January 1991

Author: Ruth Morrison

New: _____ Revision: XXXX

Approved: 
Dean, School of the Arts & General Education

Date: January 4, 1991

ADV 112-3 EXPERIMENTAL MEDIA TECHNIQUES II

GOALS AND OBJECTIVES

The experimentation, development, and expression of new concepts by way of creative thinking and innovative use of media are objectives of this course. The possibilities are infinite in the exciting world of creative experimentation.

Another objective is the creative rendering of the human figure using the live model. Composition, colour, and use of various, creative media techniques for designing with the figure are explored. Subject matter is both objective (figurative drawing) and non-objective. Emphasis is placed on discovering and developing originality and spontaneity in your work.

SYLLABUS

Projects #1 - #2 - #3 : Creative Painting Techniques:

- The projects in this 3-part series are executed in acrylic paint on Pk No. 5 board
- However, the paint is applied without the use of a brush
- Students are encouraged to apply paint via creative & innovative techniques (use your imagination !!! - Q-tips, fingers, comb, stick, sponge, straw, stencil, splatter, string, printing technique - i.e. using existing or created objects to pick up paint and applying or "printing" the shape of the object onto the board)
- Finished composition size - 10 " X 10 " - on Pk No. 5 art board
- Composition to touch all four sides of the design space
- Each finished composition to be matted and cover-protected; 2.5 " matte border top, bottom, and sides - 15 X 15 outside cut, 10 X 10 inside (window) cut
- Board may be cut to exact size (12 X 12) to create the design or you may choose to experiment on a larger piece of board and then cut out the area you feel best suits the assigned theme
- Any combination of acrylic colours may be used
- Create the **visual representation** or the **feeling** of the following:

- 1) **Machinery**
- 2) **Plant Life**
- 3) **Flight**

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Figurative Drawing:

- Consecutive sessions of figurative drawing, using the live model as subject
- Renderings to be used as research reference for projects to follow
- Two pages of renderings executed during class to be submitted for evaluation on the date indicated by the instructor

Project # 4 : Design & Media Experimentation Using the Figure:

- Create a full colour, multi-media composition, using only the figurative drawings from the previous sessions as design reference/research
- The composition must touch all four sides of the design space and must be comprised of at least three different figures or poses; parts of the figures may disappear out of the design space
- The figures in this montage must be executed in an objective, reality-based format i.e. at least three different figures or parts of figures must be easily discernable to the viewer
- A minimum of three different media must be used to execute the design (i.e. any combination of markers, pen and ink, coloured pencils, acrylic paint applied with a brush or other method, graphite, cut or torn paper, cloth, etc, etc, etc)
- Cut pk. No. 5 board 13 X 16; design size 11 X 14, vertical or horizontal format
- Finished composition to be matted (2.5" border top, bottom, and sides - inside (window) cut 11 X 14, outside cut 16 X 19) and protected by cover stock
- a full colour design rough 5.5. X 7 (use markers, indicating media to be used) must be approved by the instructor before the board is begun
- Finished composition, accompanied by the approved rough, to be submitted by the deadline indicated by the instructor in class

Project # 5: Design and Media Experimentation Using the Figure:

- This project will be executed according to the same directions as Project # 4, with the exception of the design subject
- Create a full colour, multi-media composition 11 X 14 ; the composition must include at least two figures, one of which must be a full figure (i.e. head to toes in full view); the other figure(s) may be behind to support the full figure (e.g. as a background) or may disappear into the border space, out of the design; there should be no setting or background information - use only figures as the components of the composition

Project #5 continued:

- Design reference/research material may be from renderings executed in previous figure drawing sessions or from sports, fashion, dance, or music magazines or from real life (e.g. drawings of your room-mate, sister, brother, friend, etc.)
- The figures in this montage may be executed in a very loose, intuitive, and creative manner, using at least three different types of media e.g. any combination of acrylic paint applied via brush or other method (e.g. Q-tips, sticks, straws, splattered by hand or hair-drier), pen and ink, coloured pencils, crayons, cut or torn paper or board, cloth, photographs, string, popsicle sticks, etc, etc, etc.
- A full colour rough 5.5 X 7 (use markers, indicating various media to be used) must be approved by instructor before the board is begun; **NB - research/reference material for creating roughs must be approved by instructor also**
- The composition may be vertical or horizontal format on Pk. No. 5 board
- Finished design/montage must be matted (2.5 " matte border) and submitted protected by cover stock, accompanied by the approved design rough, by the deadline indicated by the instructor in class

Figurative Drawing:

- Consecutive weeks of figurative drawing sessions, using the live model
- Two pages of renderings from these drawing sessions to be submitted for evaluation on date indicated by the instructor

Assignments to be Submitted for Evaluation

- 1) Creative painting technique - Machinery
- 2) Creative painting technique - Plant Life
- 3) Creative painting technique - Flight
- 4) Design and Media Experimentation Using Figure (minimum of 3 figures/poses)
- 5) Design and Media Experimentation Using Figure (minimum of 2/ 1 full figure))

Figurative Drawings to be Submitted for Evaluation

- Two full pages (19 X 24 bond or newsprint) from first series of Figure Drawing sessions
- Two full pages (19 X 24 bond or newsprint) from second series of Figure Drawing sessions

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NB

Please note that **all assignments** listed on the previous page must be submitted by the time on the **date indicated** by the instructor

Late projects = maximum grade = C

Incomplete Grade = An "I" grade means the assignment will be considered as **not done (or missing)** until **re-submitted** within set deadlines, to the satisfaction of the instructor

A **missing** assignment = a missing course requirement = **REPEAT ENTIRE COURSE**

Assignments may be re-done and re-submitted in an attempt to achieve a higher grade. However, late projects are not eligible for this option i.e. late grade "C" stands

EVALUATION

One third.....**Attendance**

One third.....**Assignments**

One third.....**Attitude**

80 % attendance is mandatory i.e. maximum classes absent/semester = 3

Absent after 3 classes missed = REPEAT THE COURSE

Missing first or last half of class i.e before or after break = 1/2 class absent

Consistent lateness or leaving class early will be noted towards attendance by instructor

A professional attitude is expected from each student
