

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ EXPERIMENTAL MEDIA TECHNIQUES III _____

Course Code No.: _____ ADV 202-3 _____

Program: _____ Advertising Art and Graphic Design _____

Semester: _____ Three _____

Date: _____ September 1988 _____

Author: _____ Ken Bradford _____

New: XXX Revision: _____

Approved: _____ *A Koch* _____
Chairperson Applied Arts

Date: _____ August 29, 1988 _____

ADV 202-3: EXPERIMENTAL MEDIA TECHNIQUES III

GOALS AND OBJECTIVES

This is a continuation of EXPERIMENTAL MEDIA TECHNIQUES I and II. The main objective of this course is to have you continue to experiment and express new concepts by way of creative thinking and innovative use of media. More advanced experimentation is explored and encouraged.

SYLLABUS

PROJECT # 1 (1 session)

- Figure drawing with soft conte crayon

PROJECT # 2 (1 session)

- Figure drawing with oil pastels

PROJECT# 3 (1 session)

- Figure drawing with brush and paint

PROJECT # 4 (1 session)

- Figure drawing with graphite stick and pencil combined

NOTE

Minimum drawing size 18 " X 24 "

PROJECT # 5 (4 sessions)

Analytical Composition:

- The activity of space, the dynamics of composition
- Using a colour print of a painting, reconstruct the basic composition into the following study areas:

Choose at least three:

1. Outline
2. Visual guidance (to centre of interest)
3. Vertical direction
4. Horizontal direction
5. Tonal arrangement (black, white, greys)
6. Basic colour distribution
7. Light pattern
8. Positive and negative areas
9. Texture pattern
10. Square, circular, or triangular influence

PROJECT # 6 (4 sessions)

Dissolution of the Figure:

- 4 figure drawing sessions
- Use the human figure as a point of reference or departure
- Use transparent or overlap technique to develop several compositions
- Arrange multiple images - fill drawing surface to within 1 or 2 inches of edge of page
- Make sure that the positions complement one another
- Make the completed page one solid unit of design
- Additional exercises:
 - study surface form
 - directional contours, rhythms, etc.
 - tonal studies, positive and negative
 - point to point relationship

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PROJECT # 7 (3 sessions)

Painted Textures:

- Realistic application
- Experiment with glazes, splattering, etc.
- Apply paint only in thin layers
- Assimilate the texture of the object (do not show outline)
- Manmade - e.g. cloth, stucco, etc.
- Two - 5" X 5" squares
- Natural - e.g. stone, bark, etc.
- Mount both 5" squares on a piece of matte board 9" X 16"

EVALUATION

One third.....Attendance
One third.....Work Attitude
One third.....Project

Outstanding in all 3.....**A**
Outstanding in 2.....**B**
Outstanding in 1.....**C**
Incomplete.....**I**
Repeat.....**R**

KB: rm
August 23, 1988