

## **FORM, MATERIALS AND TECHNIQUES (D1B12)**

Type: Basic

ECTS credits: 6

Year: First

Term: 1<sup>st</sup>

Area of knowledge: Graphic expression

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Studies: Graduate in Design

Academic year: 2009-10

### **1. Presentation of the subject**

The course Form, Materials and Techniques is framed within the Graphic Expression Area. General knowledge is provided on form, the relationship between two dimensions and volume and its representation. The topics taught in Principles of Drawing will be complemented in this class.

With respect to the type and focus of the course, it aims to recreate situations that occur in the world and in the pre-professional space. This consists of lecture classes on form and assignments that are corrected as a group.

Key aspects: Basic concepts on form, such as simplicity, complexity and meaning, as well as volume / space and its representation.

General recommendations: have a minimum of manual skills, a liking of form and beautiful objects, as well as a large dose of observation and curiosity.

The class is divided into 2 blocks of 4.5 and 1.5 credits, respectively. This is an eminently instrumental class.

The classroom exercises, structured as seminars, for 4.5 credit hours, include control of two and three-dimensional forms done with typical drawing tools. The 'supervised studies', for 1.5 credits, will be done on personal computers on aspects related to drawing with bitmaps. In the 'supervised studies', students will be taught on how to use Photoshop as a representation tool. The aim is for the basic knowledge to be obtained that is required for understanding how the program works, properly managing information and generating graphic representations that culminate in a finished and printed work.

## 2. Competences to obtain in the class

### 2.1. General competences

G2 Be able to visualise and visually communicate information.

G18 Develop aesthetic sensibility.

G24 Be able to discriminate in selecting and using ideas, materials, techniques and processes.

### 2.2. Specific skills

E38 Use drawing to resolve, propose and communicate ideas.

E46 Master the basic language to communicate with freehand drawing.

E51 Master colour as a dissociable element of visual perception and communicative and expressive experience.

### 2.3. Specific competences for the course

- Recognise and apply the techniques and codes of graphic and visual representation.
- Manipulate form and concepts of two and three dimensions.

## 3. Competences, contents, methodology and evaluation

### 3.1. General competences (10%)

Competences	Contents	Methodology	Evaluation
G2 Be able to visualise and visually communicate information	<ul style="list-style-type: none"> <li>- Intentionality of the outlook</li> <li>- Graphically structure visual information</li> </ul>	<ul style="list-style-type: none"> <li>- Observe the environment</li> <li>- Document what was analysed</li> <li>- Organise proposals</li> <li>- Classify versions</li> </ul>	30% From: <ul style="list-style-type: none"> <li>- Individual assignments</li> </ul>

Competences	Contents	Methodology	Evaluation
G18 Develop aesthetic sensibility	<ul style="list-style-type: none"> <li>- Differentiate levels of quality and aesthetic aspects</li> </ul>	<ul style="list-style-type: none"> <li>- Analyse the masters and copy models</li> <li>- Create a checklist with the attributes of a work</li> <li>- Work on the initial versions after they are corrected</li> <li>- Detect details</li> </ul>	30% From: <ul style="list-style-type: none"> <li>- Individual assignments</li> <li>- Group corrections</li> </ul>

Competences	Contents	Methodology	Evaluation
G24 Be able to discriminate in selecting and using ideas, materials, techniques and processes	- Monitor a process of adapting perceived reality to communicating this reality	- Undertake a process in which the different stages of a proposal are viewed - Document the execution methods and follow guidelines	40% From: - Individual assignments - Group corrections

### 3.2. Specific competences (30%)

Competences	Contents	Methodology	Evaluation
E38 Use drawing to resolve, propose and communicate ideas	- Represent conceptual elements - Persuade	- Apply an execution method to a typical case - Create process sketches and final drawings	40% From: - Individual assignments

Competences	Contents	Methodology	Evaluation
E46 Master the basic language to communicate with freehand drawing	- Use of graphic vocabulary with correction	- Combine different details into a final whole - Do exercises with different levels of complexity	30% From: - Individual assignments - Group corrections

Competences	Contents	Methodology	Evaluation
E51 Master colour as a dissociable element of visual perception and communicative and expressive experience	- Application of specific techniques	- Exercise sensibility in perceiving and representing colour - Personally interpret what is seen	30% From: - Individual assignments - Group corrections

3.3. Specific competences for the course (60%)

Competences	Contents	Methodology	Evaluation
- Recognise and apply the techniques and codes of graphic and visual representation	- Detect indicators - Express formal and aesthetic aspects using graphic resources	- Analysis of aesthetic details - Translate what we really see to a given material - Take images and classify them	50% From: - Individual assignments

Competences	Contents	Methodology	Evaluation
- Manipulate form and concepts of two and three dimensions	- Mastery of form and its appearance and transformation possibilities	- Experiment with the components of a form - Execute pseudo-scenic configurations - Study graphic supports and techniques - Approach for three-dimensional structures	50% From: - Individual assignments

4. **Methodology**4.1. Activity types

- The course has 10 lecture-workshop sessions. The lecturer will explain the drawing topic to be developed and then students will create drawings. Lecturers will guide and orientate students and resolve questions during this work process. Subsequently, the works will be hung for group comments and correction by the professor. Students will have to do another drawing as homework, which will also be corrected and commented on in the following class.
- Practical exercises will be started during class sessions. School time will be used to resolve any questions that arise, as well as potential problems. Every week there will be a homework exercise with the same contents that were explained in class. The class will start with a group correction of the homework exercise and then they will be collected. Optionally, a teaching instruction will be distributed in each class for follow through of the lecturer's explanations, particularly in the supervised studies.

- Learning is understood as progressive and it is therefore compulsory for students to not miss the explanations or corrections. This system entails the active participation of students, doing homework on their own, but with the support of the notes and the specifications given out in class.

4.2. Schedule

**Week 1**

	Hours	Classroom activities	Activities outside the class	Evaluation activities		
				Nature	Type	%*
Lectures	1.5	Materials and Techniques: Introduction	The Materials: assignment 1	Obligatory	Form	10
Seminar	3	Basic materials, resources and examples of techniques				
Supervised study:	1.5	Colour formats; Image formats	Exercise 1			

**Week 2**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Point and plane: Proportion and golden ratio + Correction of assignment 1	Proportion and golden ratio Assignment 2	Obligatory	Cont. and final	10
Supervised study:	1.5	External communications: Starting peripherals; scanners and digital cameras	Exercise 2	Obligatory	Cont.	

**Week 3**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Point and plane: Visual perception and optical corrections + Correction assignment 2	Visual perception Assignment 3	Obligatory	Cont. and final	10
Supervised study:	1.5	Basic selection tools	Exercise 3	Obligatory	Cont.	

**Week 4**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Geometric and pregnant shapes + Correction assignment 3	Closure Assignment 4	Obligatory	Cont. and final	10
Supervised study:	1.5	Form selection tools Image retouching	Exercise 4	Obligatory	Cont.	

**Week 5**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	Volume: the cube and the environment	Mouldable materials Assignment 5	Obligatory	Cont. and final	10
Seminar	3	Mouldable materials (Plasticine), cutting and recomposition (Milan glues) + Correction of assignment 4				
Supervised study:	1.5	Creation and application of colour using illustration tools Adjusting ranges and colours	Exercise 5	Obligatory	Cont.	

**Week 6**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Graphic and surface textures + Correction assignment 5	Texture catalogue Assignment 6	Obligatory	Cont. and final	10
Supervised study:	1.5	Image retouching Tracing tools	Exercise 6	Obligatory	Cont.	

**Week 7**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Language of materials + Correction assignment 6	Catalogue of materials and attributes Assignment 7	Obligatory	Cont. and final	10
Supervised study:	1.5	Working with layers Creation and concept of photomontage	Exercise 7	Obligatory	Cont.	

**Week 8**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Light and colour: The colour wheel + Correction assignment 7	The colour wheel in 12 steps Assignment 8	Obligatory	Cont. and final	10
Supervised study:	1.5	Channels and masks	Exercise 8	Obligatory	Cont.	

**Week 9**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	Light and colour	Colour ranges Assignment 9	Obligatory	Cont. and final	10
Seminar	3	Colour: Ranges + Correction of assignment 8				
Supervised study:	1.5	Special options: Filters	Exercise 9	Obligatory	Cont.	

**Week 10**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Seminar	4.5	Colour: Contrasts + Correction assignment 9 and guidelines for final dossier	Colour contrasts Assignment 10	Obligatory	Final	10
Supervised study:	1.5	Assembling the final work of art	Exercise 10	Obligatory	Final	

\* The 100% total of this column corresponds to 80% related to participation in seminars and handing in the weekly assignments

**5. Evaluation**

Evaluation is based on three obligatory core areas:

- Participation in seminars: 50%
- Handing in of weekly assignments: 30%
- Final dossier: 20%

Evaluation is done by the weekly handing in of drawings done in class and at home, which will be commented on and marked in the following class. The average of these evaluations generates the final score for the first exam sitting.

To qualify for the first exam, students must have attended at least 80% of classes.

There are 2 exam sittings to pass the class: once after the regular class finishes, which lasts 10 weeks, and another in July.

After the class finishes and students have been evaluated, a review day is scheduled of qualifications during which students can ask the professor to explain the mark they obtained. If the student fails, this day will be used to establish which parts of the work need to be corrected or repeated. If students do not come, they will have to hand in all exercises done in the class.

The professor will not supervise or correct after the ordinary 10-session class has ended.

In the 'seminar' section, an individual drawing exam will be done in the second exam sitting, in addition to handing in the assignments.

In the 'supervised study' section, students must have passed the personal test in order to have the option to have the practical exercises evaluated. There will be a personal test in the first and second examinations, if the professor did not establish that students only have to hand in assignments in the second examination.

Evaluation is ongoing. Weekly assignments must be turned in that are done by the students as homework on the contents explained in class. Partial assignments are obligatory. If an exercise is not turned in on the due date, it must be turned in at the end of the term without an option for correction. These partial assignments are for formative evaluation and will be evaluated by the professor or in a joint evaluation (co-evaluation). Students will personally reflect on the correction in order to improve future proposals.

Evaluation criteria:

- Acquiring the competences.
- Demonstration of an evolving process in acquiring skills.
- Content of exercises suitable to the assignment.
- Effort: variety of proposals created, depth of the study.
- Response capacity to problems that arise during the process.
- Viability of results.
- Professionalism, degree of independence in executing the exercises.
- Ability to communicate logically and motivate in proposals.
- Quality of the presentation (verbal and visual).
- Final finish of the product.

## **6. Sources of information and teaching resources**

### Bibliography

- ARNHEIM, RUDOLF. *Arte y percepción visual*. Madrid: Alianza Editorial, 1989.
- BERGER, J. *Modos de ver*. Barcelona: Gustavo Gili, 2000.
- MUNARI, BRUNO. *Diseño y comunicación visual*. Barcelona: Gustavo Gili, 2002.
- RAWSON, PHILIP. *El diseñador*. Barcelona: Gustavo Gili, 1990.

Adobe systems incorporated. "Adobe Photoshop CS-4. Guía del usuario". California: Adobe Systems, 2008.

Tutorial on Photoshop CS-4 (electronic support)

Teaching resources

Dossier of files of examples and works that the lecturer hands out each class, including graphic material so students can do the corresponding exercise for each topic.

A chalkboard and chalk is also required for the professor to explain the exercises, as well as a computer and projector for lecture class and supervised study explanations.

In addition to papers and pens, students will need different materials for the execution of colour.