

DESMA 24 : Visual Technologies

UCLA Fall 2006

Instructor: Sean Dockray (sdockray@ucla.edu)
TA: Daniel Horn (danhorn@ucla.edu)

Ten week studio course, 2 x 3 hours, outside study 5 hours.

Time: MW 9:00A - 11:50A Location: Broad 4220
Office Hours: Sean Dockray: M 12-1 pm Broad 4220
Daniel Horn: TBD
Class website: <http://classes.design.ucla.edu/Fall06/24>

Description

This course is organized to teach visual thinking and the fundamentals of design through an introduction to and application of traditional design tools, the camera, and digital technologies. In the exercises, students will explore point of view, figure-ground relationships, framing, repetition, resolution, process, and time. Emphasis will be placed on developing a coherent spoken and visual vocabulary to integrate with a design concept. As a complement to the exercises, each student will give a short presentation of the work of a producer of visual culture, relating it to the issues put forward in the course.

Skills

Exposure to a range of visual technologies through making. Enhancing ability to present work. Increasing vocabulary appropriate for discussing visual work. Introduction to relevant historical precedents.

Evaluation

Exercises will be evaluated based on their aesthetic and conceptual qualities. All exercises and the presentation must be completed in order to pass the course. Late assignments will reduce the numeric score of the assignment. Exercises are only considered as completed when they are accessible from the course website. There will be a sign-up sheet for each class meeting; it is the student's responsibility sign up on this list. More than 2 absences without the teacher's permission before the class meetings will have a negative effect on the overall grade, with each subsequent absence lowering the grade further. If a student is late 3 times, this will count as an unexcused absence.

Grading

60% Exercises A – G (18 points)
20% Exercise H (6 points)
10% Presentation (3 points)
10% Participation (3 points)

Exercises

A: Anamorphosis (3 points)
B: Photocopy (3 points)
C: Process (3 points)
D: -atrobe (3 points)
E: One second (scaled up) (3 points)
F: One second (scaled down) (3 points)
G: Stop motion (6 points)

Monday	Wednesday
<u>October 2</u> Introduction Assignment: Bring in an image for 10/4	<u>October 4</u> Tutorial Assignment: Exercise A due 10/9
<u>October 9</u> <i>Exercise A is due, critique</i> Assignment: Exercise A on the web by 10/16	<u>October 11</u> * Jan Dibbets * Mole & Thomas * Richard Hamilton Assignment: Exercise B due 10/16
<u>October 16</u> <i>Exercise B is due, critique</i> Process lecture Assignment: Exercise C due 10/23 Assignment: Exercise B on the web by 10/18	<u>October 18</u> * Chris Jordan * Andy Warhol * Sonia Sheridan Work in class, desk crits
<u>October 23</u> <i>Exercise C is due, critique</i> Assignment: Exercise D due 11/1	<u>October 25</u> * John Heartfield * Yves Klein * Alexander Rodchenko Tutorial
<u>October 30</u> Tutorial	<u>November 1</u> <i>Exercise D is due, individual critiques</i> * Eva Hesse * Sigmar Polke * Bruce Nauman Work in class
<u>November 6</u> <i>Look at Exercise D revisions.</i> Assignment: Exercise E/F due 11/15	<u>November 8</u> * William Mumler * Archigram * Jeff Wall Tutorial + Work in class
<u>November 13</u> * Hiroshi Sugimoto * Etienne Marey * Francis Galton Work in class. Daniel will lead class.	<u>November 15</u> <i>Exercise E/F are due, group critique</i> Assignment: Make sure all work is on the web
<u>November 20</u> * George Melies * Joseph Cornell * The Brothers Quay Assignment: Exercise G due 12/6	<u>November 22</u> Photoshop sketches due
<u>November 27</u> Storyboard due	<u>November 29</u> Work in class
<u>December 4</u> Animation due, work in class	<u>December 6</u> <i>Exercise G is due, group critique</i>

