

DESMA 24 : Visual Technologies

UCLA Winter 2006

Instructor: Sean Dockray (sdockray@ucla.edu)
TA: Morrow Pettigrew (smorrowp@hotmail.com)

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

Time: TTh 9:00A - 11:50A Location: KINR SO S122
Office Hours: Sean Dockray:Th 12-1 pm KINR SO 122
Morrow Pettigrew:TBD
Class website: <http://classes.design.ucla.edu/Winter06/24>

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: Flipbook (3 points)
~~E: Flipbook animation (2 points) (eliminated)~~
E: One second (scaled up) (3 points)
F: One second (scaled down) (3 points)
G: Stop motion (6 points)

Tuesday	Thursday
<p><u>January 10</u> Introduction Assignment: Bring in an image for 1/12</p>	<p><u>January 12</u> Tutorial Assignment: Exercise A due 1/17</p>
<p><u>January 17</u> <i>Exercise A is due, critique</i> Assignment: Exercise A on the web by 1/19</p>	<p><u>January 19</u> * Jan Dibbets * Mole & Thomas * Superstudio Assignment: Exercise B due 1/24</p>
<p><u>January 24</u> <i>Exercise B is due, critique</i> Process lecture Assignment: Exercise C due 1/31 Assignment: Exercise B on the web by 1/26</p>	<p><u>January 26</u> * Chris Jordan * Andy Warhol * Alphonse Bertillon Work in class, desk crits</p>
<p><u>January 31</u> <i>Exercise C is due, critique</i> Assignment: Exercise D due 2/7</p>	<p><u>February 2</u> * John Heartfield * Yves Klein * Alexander Rodchenko Tutorial</p>
<p><u>February 7</u> Tutorial</p>	<p><u>February 9</u> <i>Exercise D is due, individual critiques</i> * Jean Tinguely * Bridget Riley * Bruce Nauman Work in class</p>
<p><u>February 14</u> <i>Look at Exercise D revisions.</i> Assignment: Exercise E/F due 2/23</p>	<p><u>February 16</u> * William Mumler * Archigram * Jeff Wall Tutorial + Work in class</p>
<p><u>February 21</u> * Hiroshi Sugimoto * Etienne Marey * Francis Galton Work in class</p>	<p><u>February 23</u> <i>Exercise E/F are due, group critique</i> Assignment: Make sure all work is on the web</p>
<p><u>February 28</u> * Tony Oursler * Joseph Cornell * The Brothers Quay Assignment: Exercise G due 3/16 Sean at Art Center.</p>	<p><u>March 2</u> Photoshop sketches due</p>
<p><u>March 7</u> Storyboard due</p>	<p><u>March 9</u> Work in class</p>

Tuesday	Thursday
<u>March 14</u> Animation due, work in class	<u>March 16</u> Exercise G is due, group critique