

## **DESMA 24 : Visual Technologies**

UCLA Winter 2007

*Instructor:* Sean Dockray ([sdockray@ucla.edu](mailto:sdockray@ucla.edu))  
*TA:* Estevan Carlos Benson ([estevanCarlos@gmail.com](mailto:estevanCarlos@gmail.com))

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  
Estevan Carlos Benson: TBD  
*Class website:* <http://classes.design.ucla.edu/Winter07/24>

### **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)

<b>Monday</b>	<b>Wednesday</b>
<u>January 8</u> Introduction Assignment: Bring in an image for 1/10	<u>January 10</u> Tutorial Assignment: Exercise A due 1/17
<u>January 15</u> <i>Martin Luther King, Jr. Holiday</i>	<u>January 17</u> Exercise A is due Assignment: Exercise B due 1/22
<u>January 22</u> Exercise B is due, critique Assignment: Exercise C due 1/29	<u>January 24</u> Exercise B critique * Richard Hamilton
<u>January 29</u> Exercise C is due, critique Assignment: Exercise D due 2/7 * Mole & Thomas * Andy Warhol	<u>January 31</u> Exercise C critique * John Heartfield * Yves Klein * Alexander Rodchenko
<u>February 5</u> Tutorial * Chris Jordan * Sonia Sheridan * Jan Dibbets	<u>February 7</u> Exercise D is due, individual critiques * Eva Hesse * Sigmar Polke * Bruce Nauman
<u>February 12</u> Look at Exercise D revisions. Assignment: Exercise E/F due 2/21 * Hiroshi Sugimoto * Etienne Marey * Francis Galton	<u>February 14</u> * William Mumler * Archigram * Jeff Wall Tutorial + Work in class
<u>February 19</u> <i>Presidents' day holiday</i>	<u>February 21</u> Exercise E/F are due, group critique Assignment: Make sure all work is on the web
<u>February 26</u> * George Melies * Joseph Cornell * The Brothers Quay Assignment: Exercise G due 3/14	<u>February 28</u> Photoshop sketches due
<u>March 5</u> Storyboard due	<u>March 7</u> Work in class
<u>March 12</u> Animation due, work in class	<u>March 14</u> Exercise G is due, group critique