



SHORTTERM CERTIFICATE COURSES:

(3 Months – Weekly 2 days – 48 hours)

FOUNDATION COURSE: DRAWING FUNDAMENTALS

BASICS OF DRAWING Introduction; Elements of Art – Line, Shape, Form, Value, Texture, Space & Colour; Principles of Art – Balance, Variety, Harmony, Rhythm, Emphasis, Proportion, Movement & Unity; Light and Shade; Perspective- One point, Two point, Three point, Birds eye view, Worms eye view, VP, EL, HL, IL, 2D & 3D; Human Figure - Figure Study; Colour – Colour Wheel, Primary, Secondary, Tertiary, Warm, Cool, Properties, Intensity, Monochrome, Additive, Subtractive, Neutral, Tint, Tone, Shade, Complementary, Grey Scale, High-Middle-Low key, and Colour psychology; Composition; Nature Study; Typography; Illustration and Story board.

ADVANCED PENCIL SHADING

Introduction- Pencil facts, Handling Pencils, Materials and Methods; Light and Shade; The laws of Shade and Shadow; Value scale; Pencil Shading exercises; Process of Shading; Shading Techniques; Still Life / Model Drawing; Line to Life; Techniques: Eraser Techniques; Frottage; Hatching and Cross-Hatching; Impressing; Line qualities; Masking; Paper Grain Effects; Sgraffito; Graphite and Coloured Pencil; Composition; 2D & 3D; Perspective; and Studies from Life. Drawing outdoors.

PEN & INK RENDERING

1. Introduction- Papers & Boards: Illustration Boards, Bristol Boards, Stippled Board (Leather), Matt Art Board, Tracing papers, Scratch Boards; Designers Indian Ink; Coloured Drawing Inks; 2. Pen Textures- Experiments with Ball point pen (Vertical, Horizontal, Quick short vertical, quick diagonal, Cross hatching, Short curved form lines, continuous form lines, circular patterns, vertical plus short lines, dots, dots and solid); 3. Rendering with Quill pen/Dip pen/Metal pen/Pen holders; Copy works of Albrecht Durer's – Six Pillows drawing, Young hare and praying hands. 4. Brush Techniques – Basic brush strokes and textures. 5. Rendering a Tree (Pen-Brush & Wash) 6. Brush, Ink & Litho Crayon on stippled board; 7. Scratch Board Techniques; 8. Spatter Technique; 9. Dry brush and chalk on toned paper. 10. Pen and Ink Cartoons. 11. Line and Tone – washes over pen lines; 12. Pen & Ink using transparent photo colours; 13. Lettering & logo design 14. Using Bamboo pen/Felt pen/fibre tipped pen/wedge shaped marker; 15. Illustration Techniques: Rendering with Brush pen /Pigma Micron pen /Uni-ball eye/Pilot Sign pen/ IDenti pen; 16. Projects.



CONTEMPORARY ART BASICS

Introduction -Drawing Materials and Techniques; Techniques: Pencil Basics, Tracing and using colour, Drawing from observation; Perspective (One point, Two point, Three point, Birds eye view, Worms eye view, VP, EL, HL, IL, 2D & 3D) and crating; Composition; Tone and lighting; The Human body; Themes and ways of working; Experiment with Ink, Using pens, Experiment with Charcoal, Soft Pastels, Oil Pastels; Colour mixing Techniques; Colour contrasts and Emotional colour theory; Working with Water Colour and Gouache, Masking and washes, Adding Texture; Creative Composition; Translation and Abstraction.

WATER COLOUR PAINTING

1. Introduction – Water colour Materials and Techniques. 2. Water Colour Props, Extenders and Retarders, 3. Start with Detail study sketches. 4. Basic Washes: Plain washes, washes applied on one another (Overlap Wash), Flat Wash, Graded wash and variegated wash. 4. Exercises: Basic Colour Wheel, 5. Basic Techniques: Warming up, Proportion of water in water colour painting. 6. Flowers. 7. Fruits. 8. Foliage: Paint Shrubs & Trees with the Study of Basic Shapes & Washes. 9. Monochrome or Dual Tone painting. 10. Wet into wet. 11. Wet on Dry. 12. Masking out 13. Pen and Ink. 14. Different Techniques: Scraping, Using Salt, Sponges, Spatter, Wax resist, Masking Fluid. 15. Landscapes 16. Projects

OIL PAINTING:

Why paint in a digital age? Why paint in an age of mechanical reproduction? Why smear oily minerals on coarse cloth after the invention of photography? Can't everything be done better on the computer? Why has painting not gotten any better in 65,000 years? How do paintings stand "outside" of time? What is the importance of the "pilgrimage" in the experience of any type of art? In this advanced class mull these questions and many more while developing and honing your skill and technique in one of the most ancient and universal of art forms.

Introduction- Equipment – Colour Behaviour – Mixing Colours – The brushstroke; Choosing a subject; Composition: Blocking in and Planes of objects; Beginning a painting with diluted paint; The Palette Knife; Still life: Glazes, highlights and shadows; Modelling with oils; Texture; Sgraffito, Spattering and Tonking; Flowers; Landscapes; Painting from Photographs and Outdoor Painting.

ACRYLIC PAINTING TECHNIQUES

Acrylic paint is a relative newcomer to the world of painting media. While oils have been in use for centuries, acrylics have only been available in recent decades.

Introduction – Materials and Tools; Mixing Colours; Application Techniques: Layering with Glazes, Sfumato, Alla prima, Impasto, Scraping, Rubbing and Stencilling; Sgraffito; Monochromatic Painting; Flowers, Landscapes, Still Life, Animals/ Birds; and Exploring new ideas.

ARCHITECTURAL DRAWING



1. Introduction: Architecture; 2. Representation and Drawing; 3. Drawings and Models; 4. Study the sketch: Geometry, Line and Rendering, Sketching with lines, spatial quality; 5. Types of Drawing; 6. Models as Representations; 7. Fabrication; 8. Concept; 9. Tools for freehand work, Tools for hard-line work, Tools for Modelling; 10. Sketching Types and Techniques; 11. Sketching the line and object; 12. Figure Drawing; 13. Orthographic Projection- Plan, Section and elevation; 14. Perspective concepts; 15. Charcoal Drawing; 16. Shade and Shadow; 17. Colour, Collage and Composition; 18. Design Portfolio.

FASHION SKETCHING AND ILLUSTRATION

Introduction; Sketching – Figure Construction – Rule of proportion, blocking figures, Drawing the head and face, Facial features, The hair and different hair styles, hand and arms, legs and feet, Differences between Male and Female; Basic croquis drawing; Light and Shadow; Perspective; Experiments with Media; Fashion Illustration – Draping of different Garments, Illustration of gathers, folds, pleats showing fullness in a garment, Illustration in textural techniques; Fashion Accessories: Designing and Illustrating Jewellery, head gears, Belts, footwear, bows and ties; Elements and Principles; Techniques & Presentation: Mood Boards, Show case, Finding Inspiration, Theme based illustrations; Drawing from Photographs, Tracing, small details big ideas; Creativity and Style; Collage and Composition; Portfolio.

PORTRAIT PAINTING MASTERCLASS

This Portrait Painting Masterclass will teach you to paint a competent portrait using the sight-size method, starting with a simple charcoal transfer drawing through to a finished study in oils. To maintain the highest quality teaching and results, there are no more than 5 students per portrait model. This allows each student to achieve a sight-size portrait. The model is lit with individual professional photographic lighting which provides a steady, unchanging environment from which to observe all elements of portrait painting.

Applying a knowledge of anatomy to a portrait; Understanding the proportions and planes of the head and using props, such as the skeleton and skull, to inform understanding and develop a deeper knowledge of the underlying structure of the form; Using sight-size to capture an accurate likeness of the sitter and bringing out the best in your model; Assembling an appropriate palette of colour and mixing accurate colour values; Paint handling and edge control; Controlling focus within portrait painting and overall design; Using colour and value to create a convincing impression of light; Technical and practical knowledge regarding pigments, painting media and canvas for creating long-lasting paintings.

TEXTILE DESIGN

This course aims at imparting theoretical and practical skills for designing fashion textiles through print, embroidery and weaving with hands on practical exercises. The Course teaches students to take inspiration from the rich Indian Culture.

Introduction to Textiles; Freehand drawing; Nature study; Design Fundamentals: Elements and Principles of Design; Understanding Design; Basics of Designing; Colour and composition; Surface Design; Design from Inspiration; Geometrical design; Perspective; Motif, Repeat, Pattern and Texture; Full, Half drop,



side, inverted, rotated, informal and compound drop Techniques; Brick, Diamond, Ogee, Tossed, Stripe, Turnover, Turnaround, overall, Counter change, Diaper, Border and interlacing pattern Techniques; 2 D Design: Children wear, Women's wear, Men's wear and sari design; Basics of Weaving, Knitting, Printing, Dyeing, Batik, Block printing, Screen printing and Computer aided design; Dobby and Jacquard; Fashion studies; Design Projects and Portfolio.

INTERIOR DESIGN

Introduction - (Fundamentals of Design; Introduction to Building Materials; Plumbing; Air conditioning; Natural Lighting; Artificial Lighting; Light source and fixtures, Acoustics; Interior Furnishing; Interior scaping; Painting Interiors; Interior Design Terminology) Drawing: Lettering and Scales; Geometrical Drawing; Orthographic Projections; Perspective and Skiagraphy; Light and Shade; Building material symbols; Brick bonds; Arch and Lintel; Types of Arches; Rendering Techniques; Optical Illusion; Colour; Human Dimensions; Making a Sketch Model; Developing and Idea; Technical Drawing; Making presentation models; Introduction Computer aided design; Design Projects: Writing a client profile, design proposal, planning your design; Building components; Interior designer and his role; Self-Development -Creating a Directory.

GRAPHIC DESIGN

The course aims at imparting theoretical and practical skills for Graphic Design. A designer must be familiar with all forms of graphic reproduction, and able to work with printers, photographers, illustrators and other technicians. The aim of a Graphic Designer is to communicate a message to his audience successfully through the organization of Words and Images.

Introduction – Design Basics: Tools and Materials, Making marks and sketching; Creative thinking; Visual Literacy; Drawing into design; Design Training: Elements and Principles, Perspective, Light and Shade, Composition and Colour; Visualizing; art work; Scaling Illustrations, Stylization in Illustration; Typography; Creating a company Logo; Packaging design; Poster design; Layout design; Understanding printing: Letterpress, Lithography, Offset, Web offset, Screen Printing, Gravure Printing, Flexography, Thermography, Die stamping, Embossing, Foil blocking; Imposition; Advertising; Publishing; Packaging; Magazine & Book Production; Television; Computers and production – Computer hardware, Software, manipulating text pictures on screen, Image file formats, web design and the internet, File management and backup; Setting up a document for print; Portfolio

PRODUCT DESIGN

This course aims at creating sensitive and intelligent product designers to fulfil the growing demands of the industry.

Introduction; Sketching; Ergonomics and a realistic appearance; Light and Shading; Perspective Drawing; Simplifying Shape; Elementary shapes and shading; Ellipses; Vertical & Horizontal cylinders; Shape Combinations; tubes and Curvature; Rounding – single and multiple rounding; Explanatory drawings; Surface and Textures – Glossy, Mat, chromium & Glass.



JEWELLERY DESIGN

Introduction – Fundamentals of Design – Freehand drawing – Symmetrical/Asymmetrical drawing; Nature study; Understanding Design; Basics of Designing; Colour and composition; Design from Inspiration; Geometrical design; Perspective; Motif, Repeat, Pattern and Texture; Full, Half drop, side, inverted, rotated, informal and compound drop Techniques; Brick, Diamond, Ogee, Tossed, Stripe, Turnover, Turnaround, overall, Counter change, Diaper, Border and interlacing pattern Techniques; Creation: Ring, Pendants, Earrings, Bracelets, Necklaces, Accessories; Creative renderings; Colour rendering; Manufacturing handmade jewellery; Design Project.

CALLIGRAPHY

Introduction; Terminology; Tools and Equipment; Filling the Space: The basics of Layout, mastering spacing, exploring alignments, composition, Headings and sub headings and ruling lines; Roman capitals, Pen Practice, making a quill pen; Using a reed pen; Brush lettering; Decoration: Raised gold letters; Gilding; Ornament; Borders; The Alphabets; Calligraphy for personal pleasure; and Calligraphy for Reproduction.

DIGITAL PHOTOGRAPHY BASICS:

Introduction - History – Early experiments and Later developments; THE CAMERA BASICS: Camera Obscura –Basic Parts of Camera, Types of Camera, The Film, Lenses, Advantages and disadvantages of Digital Cameras; Indoor and Outdoor Photography; Flash and Studio lights; Portrait shooting; DIGITAL BASICS: Penta prism, Red eye, Sensor (CCD or CMOS) – Pixels KB MB GB TB – resolution, Files and File formats, Storage Cards, Printers and printer resolution; Photo Album Techniques; Portfolio

PORTFOLIO PREPARATION

A Portfolio is a carefully curated visual record of Art / Design work. The Portfolio presentation is not about the volume of work you have done, it is about showcasing your creative skills. Portfolio should have a maximum of 15-20 pages wherein on every page there is just one project. This would help bring clarity and bring attention on the project at hand.

Introduction- Discuss works of art, develop observational skills, historical significance of art, Elements and Principles of art; Freehand drawing; Light and Shade; Perspective; Still Life; Figurine drawings; Colour; Dry and Wet Media Techniques; Creative rendering; Mixed Media; Typography; Design- Repeat/Pattern; Developing a Portfolio of two dimensional and three-dimensional artworks; Models, mock-ups and prototypes.

OUTREACH PROGRAMME IN VISUAL ART

Certificate in PORTRAIT PAINTING

Certificate in STIPPLING ART TECHNIQUES



Certificate in SKETCHING ANIMATION AND CARTOONING

TAMIL NADU GOVT. TECHNICAL EXAMINATIONS (DRAWING & PAINTING, DANCING, INDIAN MUSIC) –

LOWER / HIGHER

SELF EMPLOYMENT COURSES:

**TAILORING / HAND EMBROIDERY / NEEDLE WORK & DRESS MAKING / MACHINE EMBROIDERY /
BEAUTY**

CULTURE / ARI EMBROIDERY / ARTIFICIAL JEWEL MAKING / SCREEN PRINTING