



## **SUMMER PROGRAM 2020**

**Course title:** Print, Pattern & Trend in Paris

**Meeting Times and Days:** June 15 – 26, 2020/ Monday - Friday, 9am-5pm

**Instructor:** Andra Hardt

**Room:** TBD

### **COURSE DESCRIPTION**

Do you love Print & Pattern? Do you love Color & Street Art? Do you wonder where Trends and Inspiration come from? If so, this two week intensive course in Print, Pattern & Trend in Paris is just for you.

Paris itself will guide us to shape our own inspiration. With visits to the Musée des Arts Décoratifs, the street art filled neighborhoods of Belleville and Menilmontant, the Art Nouveau style department store, Galeries Lafayette, and a stop at the iconic 60 year old fabric house, Marché Saint Pierre. We will look at how, where, why, and when print & pattern is used, and how tracking, and following trends help us develop our own relevant and thoughtful collections. Furthermore, how to consider being your own trendsetter.

Students will be encouraged to work towards any field of creative design they are interested in pursuing for their final project. We will learn how strategies of Print & Pattern design play into all creative fields, have it be Fashion, Interior Decoration, Paper Goods, Book or Poster Design. Print & Pattern is everywhere!

### **PRE-REQUISITES**

Photoshop and Illustrator - Basic knowledge is required before starting the course.

### **COURSE REQUIREMENTS**

Completion of all in-class and homework assignments. Documentation of research and influences in Sketchbook. Participation in individual and group critiques. Preparedness and willingness to learn the subject and improve one's self in design.

### **LEARNING OUTCOMES**

- Upon successful completion of the course, a student should be able to:
- Demonstrate the basic knowledge Print & Pattern development and where the origin of trends come from and how they evolve.
- Understand the importance of and how to conduct research and utilize multiple sources of inspiration to create focus for a collection.
- Master the ability to create repeat prints in Photoshop or Illustrator, and how to use painting brushes in Photoshop.
- Creation of mood boards as a central source and roadmap to collection creation.



- Understanding of how to make discernible choices of what styles of prints work in which products and be able to assert why.
- Actively participate in group discussions and critiques.
- Apply the skills learned in Print & Pattern Design, and Trend in many fields and numerous applications of future employment.

### **ASSESSMENT**

Students will be assessed on the following criteria: 20%

Class and critique participation & preparedness: 20%

Attendance: 20%

In-class assignments: 20%

Homework assignments: 20%

Research sketchbook: 20%

Grades for in-class projects, home projects and sketchbook will be assigned based on individual progress and creativity, understanding/completion of the assignments, and technical execution. Students will be given a grade based on the following descriptions:

A	= Work of exceptional quality which goes beyond the stated goals of the course
A-	= Work of very high quality
B+	= Work of high quality
B	= Very good work
B-	= Good work
C+	= Above average work
C	= Average work, passable
C-	= Passing but below average
D	= Below average indicating that the student did not fully understand or complete assignment
F	= Failure, no effort shown, no credit received

### **ATTENDANCE:**

Students are expected to fully participate in every session to be sure not to miss important information which will lead to the successful completion of the course.

Substantial absences are factored into grades. Please note the following:

- 2 late arrivals (more than 15 minutes) or early departures= one full absence
- 2 absences = considered excessive absence for a course
- 3 absences are grounds for failure in the course

### **SCHOOL POLICIES**

1. No mobile phones, radios, MP3 players, computers, or game consoles are allowed in



class, unless otherwise specified by the instructor.

2. No emailing, web surfing, or instant messaging, etc. is allowed during class time, unless otherwise specified by the instructor.
3. Classrooms are community space. Please leave them clean and tidy.
4. Plagiarism is a serious offense and will not be tolerated. All research, text, and image sources must be cited using Chicago (Turabian) style. See your instructor or the Student Handbook if you are unclear about what constitutes plagiarism.
5. You are required to attend and participate in class critiques and other presentations. Be respectful of your fellow classmates.
6. All PCA buildings are NON SMOKING. You must go outside to smoke.

### **MATERIALS AND SUPPLIES**

- A4 sized Sketchbook - Please bring with you to the first day of class an A4 sized sketchbook of your choice.
- Camera - Your camera will be needed on the days of exterior visits, camera phones are accepted.
- Wacom Tablet with stylus pen (or equivalent) - If you are accustomed to designing with a stylus it is highly recommended that you bring yours with you everyday to class.

### **COURSE SCHEDULE - tentative**

**This outline is subject to modification.**

#### **Monday, June 15**

Introduction and presentation of syllabus. Overview of Trend and Print & Pattern Design. What is trend? What is Print & Pattern Design? Visit to the iconic 60 year old fabric house, Marché Saint Pierre.

Homework: Notes and thoughts about what was seen today. What prints are you drawn to? What design style feels innate to you, painted, hand drawn, geometric, vintage, modern, etc.

#### **Tuesday, June 16**

Overview on how to create repeat patterns in Adobe Photoshop or Illustrator.

Introduction to Kyle's Brushes, and how to paint on the computer. Visit to Musée des Arts Décoratifs.

Homework: Notes and thoughts about what was seen today. Which artworks or artists did we see today that inspired you? Did you see print being used somewhere that surprised you? Do you see a blank spot where print could be added? Imagine something we saw today that did not have print and describe how you would add print to it.

#### **Wednesday, June 17**

Overview on how to mock up prints into existing photography or illustrations for future



prototypes. Street Art tour in the Belleville and Menilmontant neighborhoods.  
Homework: Notes and thoughts about what was seen today. Which artworks or artists did we see today that inspired you? Commit to which product line you will be working toward in your final project; Fashion, Home, Paper Goods, Poster Art, Book design, etc. Make note of 5 different products you will design into. For example; Home Collection; Curtain, Wallpaper, Duvet, Pillow case, Robe. Your choice, your collection!

#### **Thursday, June 18**

Mood board creation. Afternoon critique and feedback of mood boards with the entire class and Guest Lecturer.

Homework: Notes and thoughts, what did you learn about the Guest Lecturer today? How did it inspire you?

#### **Friday, June 19**

Review of Fashion Week Runway collections and analyzation of what we see as emerging trends for color, print & pattern. Visit to the Galeries Lafayette department store for market research and trend analysis of print, pattern and color. Overview on how to create a cohesive collection or prints.

Homework: If you're not already, time to start dreaming in prints! Work on visualizing your collection. What will be the "hero" print of your collection? The one everyone will first notice when they walk into the store. Which prints sit on your other products and support but don't overpower your hero print... Spend the weekend daydreaming your collection.

#### **Monday, June 22**

Design lab, time to create your collections!

#### **Tuesday, June 23**

Design Lab.

#### **Wednesday, June 24**

Design Lab. Afternoon critique with the entire class, review of final projects and feedback.

#### **Thursday, June 25**

Design Lab.

#### **Friday, June 26**

Design Lab. Finalize projects, print, and prepare for class exposition. Afternoon exposition in gallery with fellow summer classmates. Invite your friends and family.