

ACADEMIC PROGRAM

ART ESSENTIAL

By Alfonso Corona
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Academic Program

ages 12-65

ArtEssential.org

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- This is a comprehensive Art Program with a duration of 12 weeks in 2 hour sessions.
- Every student (we call them creators) and a family member or best friend (aka co-creators) go through the entire learning process together, each one produces a design portfolio and an art exhibition upon graduation.
- Disciplines involved: Art History, Photography, Mixed Media, Carving, Print Making, Painting, Design Thinking, Mindfulness, among others.
- Activities: Hands-on Art workshops, Museum visit, activities with parents, etc.
- This is a dynamical Art program that provides core knowledge of Art history, visual communications, World cultures and profound graphic language understanding.
- Each student will learn the use of tools, theory, mediums and materials related to current visual communication languages.
- We aim to facilitate the habit of self-empowerment and help them cope with stress, anxiety and fears through the use of diverse non-dogmatic wellness tools such as mindfulness.
- The program contains business development components and we help them place their artworks in diverse points of sale around the region.

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- 1st Module: Art Fundamentals (6 hours total)
 - Focusing on Art History, Mind Mapping, Creative Process, Design Thinking, etc.
 - Groups of up to 20 students

Syllabus Overview

- Introduction to Art
- Why Art?
- Art as human communication element
- Classical Artists and Art forms
- Contemporary Artists
- Museum visit
- Logbook and Portfolio creation, methodologies, and road map

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- 2nd Module: Photography (8 hours total)

Syllabus Overview

- Introduction to Photography
- Why Photography?
- Photography as human communication tool
- Main Photography Streams
- Classic Photographers
- Studio Practice
- Photographic Equipment (formats, digital and analog outputs, lights, etc)
- Photography Project (developing a body of work based on the student's subject)
- Portfolio Creation & Reviews

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- 3rd Module: Drawing & Painting (8 hours total)

Syllabus Overview

- Drawing lines, forms, shapes with charcoal (2 completed artworks)
- Color abstractions (2 completed artworks)
- Figurative drawing and painting (3 completed artworks)
- Visual communication elements and image language in painting
- Art Project goals (developing a body of work based on student's subject)
- Student Exhibition preparation, Logbook and Portfolio development.

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- 4th Module: Mixed Media (8 hours total)

Syllabus Overview

- Techniques included: Carving, Engraving, 3D Printing, Cold Ceramics, String Art, etc
- Studio Practice
- Business Development
- Logbook and Portfolio finishing touches
- Student Art Exhibition with completed artworks and Portfolio

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Program Facilitators

•**Alfonso Corona** is a professional photographer with over 25 years of experience, proficient in all camera formats, print outputs, and laboratory techniques. He holds a diploma in Professional Photography from the EAF, Mexico City. Alfonso was a college level professor with 7 years of experience in the Architectural and Design department at Universidad Iberoamericana in Mexico City; he was also an International Art Examiner for the International Baccalaureate (IBO) for 2 years. Alfonso has also worked as Therapist, Art Director, Strategic Marketing, Printed Media and Marketing Consultant, Alfonso is skilled in many software platforms and manual techniques. He is fluent in Spanish and English, conversant in French. In the past 20 years he has designed and facilitated numerous Workshops for all ages and academic levels.

His wellness approach is influenced by the experiences from more than 1,500 hours of training in diverse bodywork therapy, wellness, and holistic disciplines, as well as over a decade of professional practice.

Jose Ortiz is a career artists with 68 murals painted in California. He is the founder of Hijos del Sol in Salinas California. Jose has focused his career in helping immigrant kids to develop their artistic skills and empowering them in diverse levels. Since 1994 Jose has taught hundreds of children and teenagers from underserved minorities.

For more info please visit: kitemm.com – atomreflections.com – artessential.org