

THE ELEMENTS OF DESIGN FOR LETTERING ART

A Year Long Course for Intermediate to Advanced Students

COURSE DESCRIPTION

In this course taught by Cora Pearl, we will study the elements of design as they relate specifically to calligraphy and hand lettering. Lettering art is a unique art form that features text written by hand. Usual approaches to teaching design have an orientation toward working with images, rather than text. Design teaching related to text is usually oriented toward graphic design. In this course the elements of design will be explored with the needs of the calligrapher and hand lettering artist in mind, with a focus on understanding these elements in terms of lettering art rather than drawing, painting, or graphic design, as they are usually presented. Each month we will focus on one element of design in depth. Over the course of the year we will study the elements of Line, Texture, Shape, Form, Value, Color, and Space. The emphasis of this course will be on learning to think in terms of design rather than on the finished work, though the completion of finished pieces is part of the course. The class is more process oriented than product oriented. In addition to studying the elements of design we will also address: What is design?, understanding your creative archetype, developing a personal design process, the psychology of creativity and getting in the creative flow.



(Student Work) Element of Shape, Arthur Black



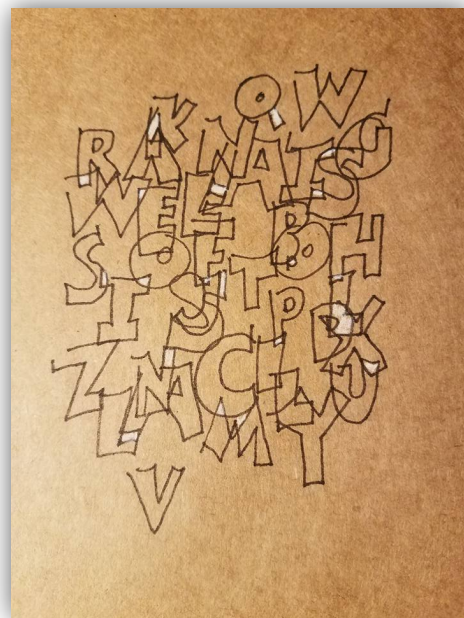
(Student Work) Element of Shape, Amy Bennett

CLASS STRUCTURE

After our opening ritual, class starts with a lecture rich with visual images and a discussion on the element we are studying to create the foundation for the rest of the class work. This is generally followed by an exercise in which we use the element in a way that is specific to lettering art. There is a critique of homework pieces from the previous element. We will have a break for lunch as well as short breaks in the morning and in the afternoon as needed. Further exercises are explored after the critique and a homework assignment is given. We end the day together with a short closing ritual. Every month you will pair up with a buddy in the class to work with in a variety of ways to help you feel supported and to bounce ideas off one another. By the end of the course you will have worked with almost everyone in this way. In between class sessions, students will work on the homework assignment using each element of design as the focus. There will also be short assignments and exercises that address creativity, understanding one's personal design process, and developing a creative mindset. In between class sessions there are weekly short exercises in an online classroom where students can post their work and comment on each other's posts.

The goals of this class are for students to:

- Gain a greater understanding of design
- Become articulate about the elements of design
- Build design skills and develop a bigger toolbox of creative options
- Value the process of creation, not just the product
- Increase self-understanding and self-expression
- Develop more self-trust and self-kindness as an artist
- Be part of creating a safe space and community for creative exploration
- Create at least eight strong design ideas for further development and completion at the student's own pace



(Student Work) Element of Line, Alesia Zorn



(Student Work) Element of Line, Linnea Stahura

INSTRUCTOR BIO

Cora Pearl is a full time calligrapher and teacher of lettering arts. She teaches full credit classes in Calligraphy and Hand Lettering at Portland Community College, various lettering arts workshops at the Oregon College of Art and Craft, independent classes and workshops in lettering and design and taught at the Letters of Joy Conference in Seattle, the IAMPETH 2016 conference in Portland, the International Calligraphy Conference, Letterworks 2017, in Ogden, Utah, at Letters California Style in 2018 and will be teaching at TypeCon in 2018. Cora received a Regional Arts and Culture Council grant to take master classes with Sheila Waters in the fall of 2015 as well as a grant to attend Seattletters, the 38th International Calligraphy Conference. She majored in Art and Art History at Oberlin College. Cora is passionate about teaching and values a holistic approach to learning based on building trust and safety in the classroom environment.

2022 IN PERSON CLASS SESSION DATES TBD

All Saturdays from 9:30am to 5:30pm

Classes start in January 2022 and meet every 4-6 weeks once a month through September with an extra session scheduled for possible make up session, if needed



Cora Pearl

TEACHING PHILOSOPHY OF CORA PEARL

Teaching students about the art of calligraphy and hand lettering is a dream come true for me. I love being able to share my passion and experience in the classroom and I believe that teaching at its best, is also an art form.

Central to my teaching style is sharing my passion and enthusiasm to inspire students to ignite their own passion and desire for greater self-expression and artistic exploration. The study of calligraphy and hand lettering requires patience, persistence and practice. My teaching philosophy is centered on supporting students in developing this core set of skills as the foundation for artistic and calligraphic growth.

Students of lettering arts tend to come from different backgrounds—some students already consider themselves artists, some students have had little or no artistic training at all, some students have a background in graphic design, others simply have a love of lettering that they would like to explore further.



(Student Work) Element of Value, Laura Nissen



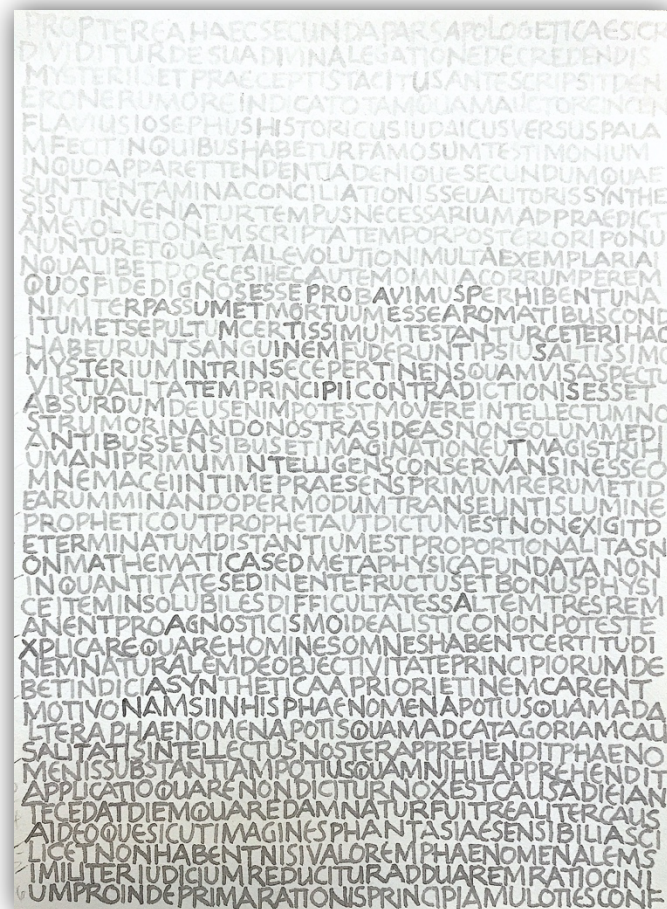
(Student Work) Element of Shape, Laura Nissen

I like to meet each student right where they are in the learning process and in their initial skill level—my goal is to see each student move forward and grow from where they started. I encourage my students to understand their creative evolution from their own starting place to their own ending place, rather than from using an outside reference point.

While supporting students individually is important to my teaching, I also believe that having a strong classroom community is essential. We can learn so much from each other's mistakes, successes and experiences. Making art can be a vulnerable experience and having a safe supportive classroom environment helps nourish the willingness to try new things and to grow as an artist. I encourage my students to share their experiences with each other and to rely on each other for additional support. This creates an environment where students care about each other, where they support one another, and celebrate each other's growth.

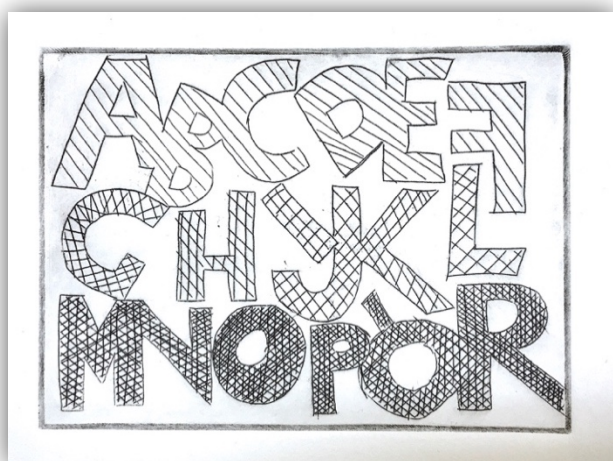
Because lettering arts do require precision, and making mistakes is inherent to the process, students can easily come face to face with their Inner Critic. I like to address this phenomenon directly and gently nurture students towards greater self-kindness and self-acceptance through the process of making mistakes. Navigating this area of this art form in a gentle manner can help give students the ability to stick with the challenge of working through building their technical skill level and solving design problems.

My approach to teaching has always been a holistic one—I believe that the ability to present words in a striking and creative artistic way is a rare and beautiful skill to possess and it also gives students a powerful new connection to the use of language and text. In addition to developing this core skill I believe the study of lettering as an art form is an opportunity to develop greater self-confidence, self-kindness, and the ability to have a more sustained, and even meditative focus. In the widest sense of what creating art can be, I see the study of calligraphy and hand lettering as an opportunity to get to know oneself better.

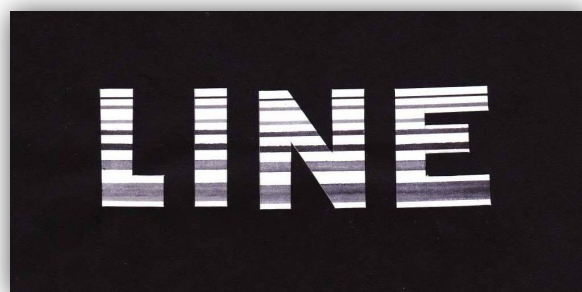


(Student Work) Element of Value, Katie Keller

If you have questions and/or are interested in taking the class,
please email Cora at cora@corapearllcalligraphy.com



(Student Work) Element of Value, Katie Keller



(Student Work) Element of Line, Marianne Nelson



(Student Work) Element of Form, Jo Hussey



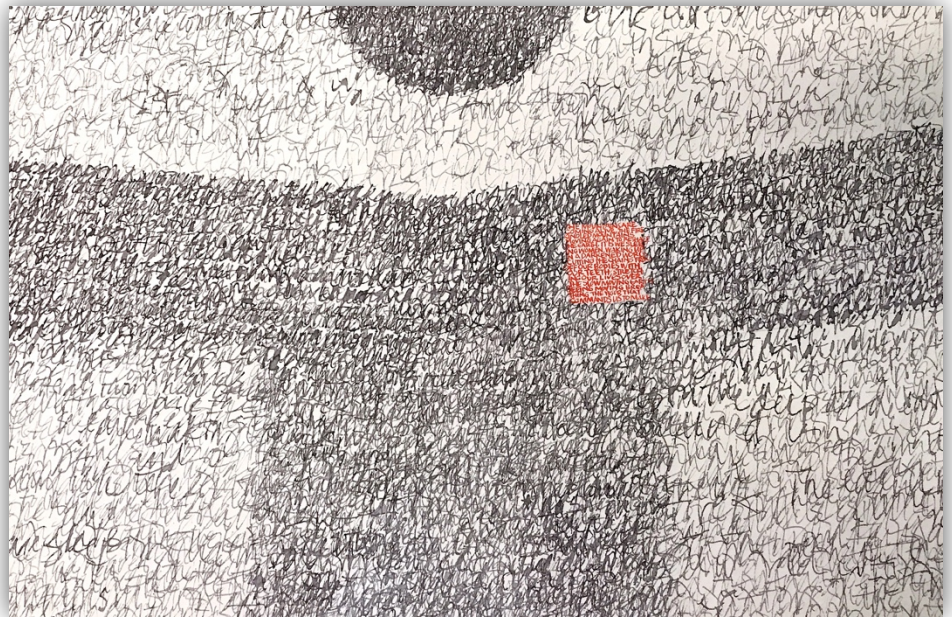
(Student Work) Element of Texture, Cathy Buckley



(Student Work) Element of Form, Alesia Zorn



(Student Work) Element of Line, Amy Bennett



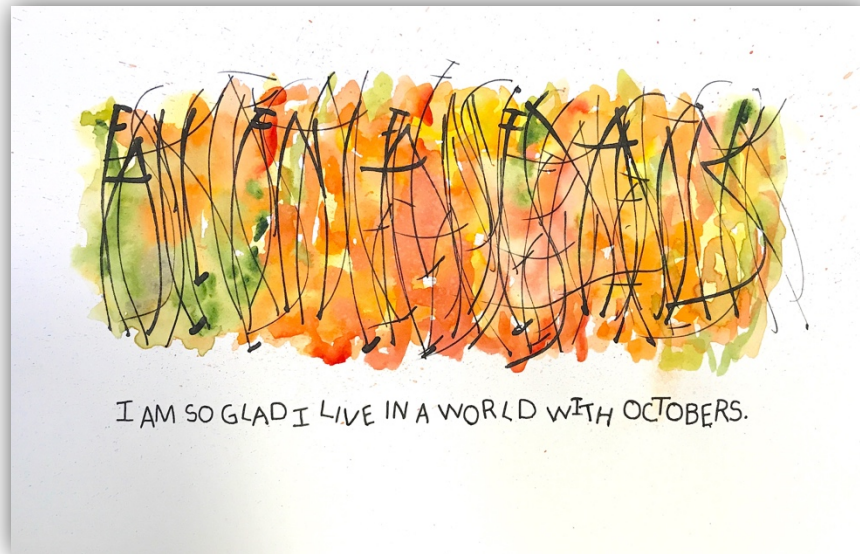
(Student Work) Element of Texture, Katie Keller



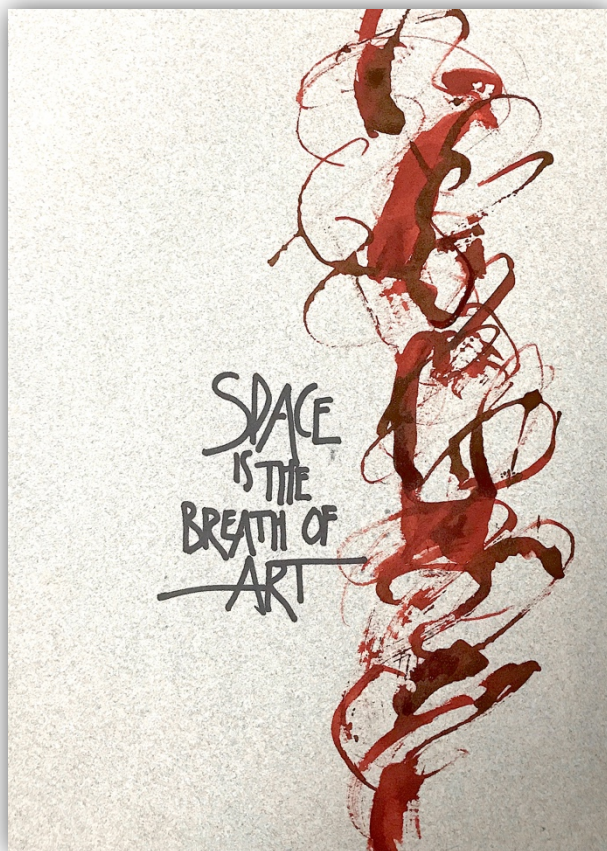
(Student Work) Element of Texture, Deborah Murray



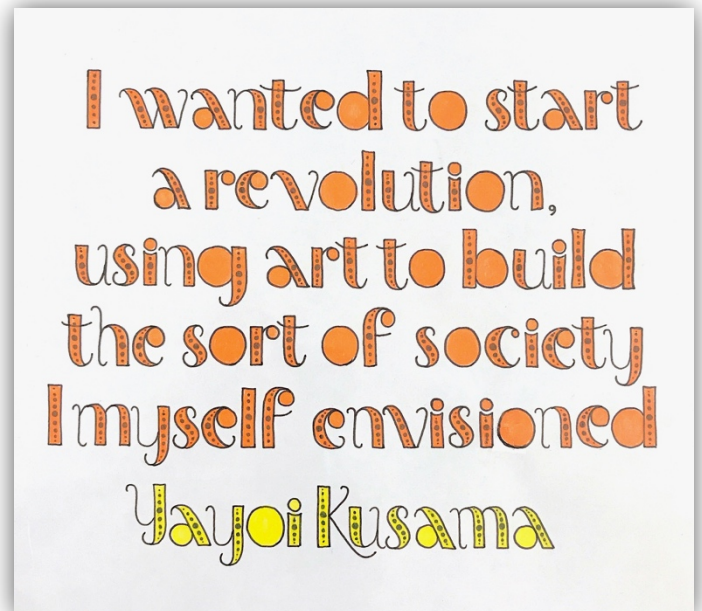
(Student Work) Element of Line, Jo Hussey



(Student Work) Element of Texture, Martha Gioia



(Student Work) Element of Space, Cathy Buckley



(Student Work) Element of Shape, Amy Bennett



(Student Work) Element of Form, Marianne Nelson