



NEW YORK CITY DEPARTMENT OF EDUCATION

---

**Thomas A. Edison Career & Technical Education H.S.**

---

165-65 84<sup>th</sup> Ave. \* Jamaica, New York 11432 \* (718) 297-6580 \* Fax (718) 658-0365

**Moses Ojeda**  
*Principal*

**Kleanthis Korkotas**  
*Assistant Principal,*  
*Administration*

**AVS41T**

**Introduction to Commercial Art**

**Instructor: Dr. P. Lewis**

**Summer Assignment Due: September 8, 2016**

Commercial Art Summer 2016 Assignment for Incoming Juniors  
Teacher: Dr. P. Lewis

You will be spending a lot of time drawing in the coming year at school. It's better if you prepare yourself for this task by practicing drawing during the summer. Learning to draw is about learning to look carefully and really see your subject. You must draw what you really see and not what you remember. If you attempt to draw a flower without really looking at it, you will probably draw a symbol for a flower.

**Place the relevant drawing in front of you and draw with a standard #2 pencil.** (See attached drawings for right and left-handed artists or go to this website to download a copy - <http://drawright.com/vaceface.htm>)

**Step 1**

Holding a pencil just above the existing line on the paper, go over the line naming the different parts of the face – forehead... nose... upper lip... bottom lip... chin... jaw ... neck etc

**Step 2**

Drawing with your pencil on the opposite side of the existing line, complete the image symmetrically.

When you have completed the drawing continue...

**Step 3**

Once you have completed the exercise – ask yourself the following:

What did you notice? At any point did you:

...feel frozen or paralyzed?

...feel confused?

...notice a struggle going on in your mind?

Did you notice that after experiencing the 'mental crunch' something changed?

If you noticed yourself doing any of the following then that is an indication that you moved into R-Mode (right brain mode)

...trying to draw the vase instead of the face or vice versa. You tried to see the image a different way so you could continue

...lining up and comparing relationships with the other side of the drawing

...that you couldn't hear or notice what was going on around you

...that time went very quickly

**However**, if you flung down your pencil in frustration your left brain won ... this time!

Left brain might have won this time but why not try the exercise again and see what happens. We can train our minds it's just that many behaviors and thought processes are well-ingrained habits and it just might take you a bit longer to learn how to access your right brain - but you can.

### **What just happened?**

The instruction to name the different parts of the face meant that you were being forced into *really* using your left brain.

You were then asked to complete the other half of the drawing symmetrically. However, this can only be done by plugging into the right hand visual, spatial side of the brain. This is the part of the brain that, without you even knowing about it, is assessing relationships of sizes, curves, angles and shapes.

We deliberately created a set of conditions that create a left brain vs. right brain struggle so you would feel it. The difficulty of making that shift causes a feeling of conflict and confusion – sometimes felt as a momentary paralysis.

When you found a way to overcome this and complete the drawing symmetrically you were then using your right brain or R-Mode.

### **Experiencing the shift from left brain to right brain**

So in this exercise you experienced what it was like to draw in L-Mode (with the left brain), then you felt the 'crunch' as you shifted (hopefully) into R-Mode (drawing with the right brain) and you were able to experience what that was like.

When we are in R-Mode it's easier not to think about what we are drawing but instead think about shapes and where something is in relationship to something else.

This feeling of conflict can often be experienced when we are drawing and particularly when we are learning to draw – and it often causes us to give up as we think what we are doing is too difficult / we're not "good enough" etc.

However, by learning to access the right brain, you can learn ways to trick the left brain into leaving you alone quietly to get on with your drawing with your right brain – the side of the brain that really does know how to draw.

With R-Mode you simply draw what you see. You draw as an artist sees.

Try it – next time you are doing a drawing and notice the urge to stop because you think it is rubbish, instead see if you can just keep going. This is easier to do if you can learn particular ways to tune out L-Mode when it's being unhelpful (because remember that sometimes L-Mode is useful to have around so it is better if you can learn to switch between the two modes as and when you wish).

*This exercise is reproduced, with permission, from Drawing on the Right Side of the Brain Inc and is taken from The New Drawing on the Right Side of the Brain (Harper Collins Publishers, 2001) by Dr Betty Edwards (© Dr Betty Edwards)*

Now that you have completed this exercise, you should apply what you have learned to all drawing that you do. During the summer, in addition to completing this exercise, you will do 4 more drawings. Each time you draw, you should really look at the object and let your eyes follow its contours as you draw. Look at the relationships of the lines to each other and draw what you see.

You should always draw from life, not from pictures, whenever possible. Here are some ideas for your drawings (you may draw what you want – these are suggestions).

1. your pet
2. your backyard
3. a favorite shoe
4. a close-up of a flower
5. a car
6. a person
7. a small object drawn big and in detail

These drawings should show a good deal of effort. They should be finished drawings, not quick sketches. There is no need to buy anything but unlined paper and a #2 pencil. You will hand in the completed vase/face exercise and your 4 completed drawings. This project is worth 10% of your grade, so make sure the drawings are your best work! You may do many more than 4, but choose your best 4 to hand in. You may also make copies of the vase/face exercise and do several versions until you have one you want to hand in. Staple the 5 drawings together with the vase/face drawing on top and clearly label with your name and class number.



For right- handed artists



For left-handed artists