



Frank Costantino Watercolor Seminar ART CENTER

111 EAST BAY STREET
JACKSONVILLE, FLORIDA

Hosted by AIA Jacksonville Chapter

APRIL 16, 17, 18, 2010



Course Description

At the spacious, downtown facilities of the Art Center studios, and in the beautiful spring weather of Florida, Frank Costantino will be presenting an intensive three day watercolor seminar. Mr. Costantino's exciting, popular seminar is an unparalleled opportunity for architectural and design professionals to develop their skills in the watercolor medium. The instructor's comprehensive approach to the subject combines practice, theory, and methods in an encouraging, enjoyable atmosphere, intended to accelerate the learning process. The many exercises are sequenced in progressive complexity to allow maximum integration and application of newly acquired techniques.

Preparation of palettes, different methods of color mixing and wash applications, together with uses of various brushes, will be explained while exploring the nuances of hue, value and chroma. Representation of trees, skies, materials, figures, shade and shadows, pictorial composition and stylistic methods will be demonstrated and discussed. A reference folder for participant's use during the class (and post-seminar) includes color charts, explanatory texts, book lists and numerous aids. Continuous pointers will highlight the instructor's many demos. Other main features of the workshop will include an in-depth presentation of Mr. Costantino's architectural images & drawing process, and observations about his profession.

Participants' abilities should include basic drawing skills, a comfortable level of experience with watercolor, and some architectural design, interiors, or fine art background. With an expected skill diversity among participants, capabilities will vary widely, but instruction will be tailored to each individual's level. The broader range of these abilities, however, will only help to enrich everyone's workshop experience. A creative studio environment, in which your collective energies, skills and interests apply, will allow everyone to learn much more than otherwise struggling to discover alone.

Workshop fee is \$350. AIA learning credits (CE) will accrue from this seminar.

With the decreasing exposure from any source to the special methods of this timeless, traditional medium, you can have an incomparable learning experience by attending this unique seminar, while expanding your skills and appreciating the fuller aspects of watercolor. Come for a rare opportunity to work hand-to-brush with an award-winning watercolorist and accomplished instructor.

Hundreds of satisfied professionals - from apprentice designers, to career architects, to MFA artists, to accomplished career illustrators - have benefited from Mr. Costantino's seminars. Participants have come from Alaska, California, Canada, Florida, Illinois, Maryland, Michigan, New York, Oregon, Texas, Washington, Wisconsin, Puerto Rico, all the New England states, and many other areas of North America.

"I learned so much about color theory; I have had no formal art training, and reading it in a book isn't helpful at this state. Now I will read more and will understand it. Just as important was the opportunity to see how you worked, how you mixed and applied paints."

R.M. Dallas, Texas



Water Spout, Lincoln Mall, Miami, FL

For registration forms please contact: lane.manis@aiajacksonville.org
Or www.aiajacksonville.org/cde.cfm?event=302411



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