

# Adventures in Design

with Joen Wolfrom

Tues. – Thurs., April 14 – 16, 2015  
9:30 a.m. – 4:00 p.m.  
Gualala Arts Center

PPQG Members \$250  
(Non-members \$275)  
Sign Up at GAC by March 13, 2015

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## Your Workshop Instructor:

**Joen Wolfrom** began quilt making in 1974 after she left her career in the educational field to become a homemaker and a stay-at-home mom. Her interest in color and design surfaced soon after. Besides enjoying color and design exploration, Joen loves the challenge of innovative piecing. She is recognized as initiating the landscape-quilt genre more than three decades ago. Her exploration of curved designs in the early 1980s brought forth a popular explosion of curved-pieced quilts.

In the late 1970s and 1980s, Joen created commissioned textile art for many private clients and corporations. Her work is included in collections throughout the world. Joen is the author of fourteen books and products. *Color Play Second Edition*, Joen's latest book, was published in fall, 2014. Several of Joen's books have been best sellers, including *Adventures in Design*, *Color Play*, *The Visual*

*Dance*, *The Magical Effects of Color*, *Landscapes & Illusions*, *Visual Coloring*, and *Patchwork Persuasion*. Joen has developed the 3-in-1 Color Tool, The Studio Color Wheel, and the Design-Ratio Tool.

Joen has taught and lectured in the quilting field, both nationally and internationally since 1981. Her guest international engagements include working in England, the Republic of Ireland, Northern Ireland, Scotland, Canada, Germany, Holland, Taiwan, Australia, New Zealand, and South Africa.

Joen's interest in color and design flows into her love of photography—most particularly creative photography, which is an avenue she plans to pursue seriously in the next few years. Joen, a native of Seattle, lives on a small island in southern Puget Sound with her husband.

#### Course Description:

I invite you to join me on a journey into the fascinating world of design. This design journey is similar to opening a lifetime gift filled with surprises and intrigues. In class we will investigate the basics of design, which are founded in the practices of nature—our world's most influential and successful designer. By learning these keys to design, you will increase the beauty and visual success of your designs. We will explore both the ingredients of design (the elements) and the wonder strategies and rules that help us create strong, beautiful designs (the principles). During the week, you will be immersed in activities that allow you to experiment, play, and learn. As you work, you will begin developing ideas for a new design that you will create. (If you are interested in developing your personal design style and can devote the time to learning and experimenting, I highly recommend this class.)

#### Materials List:

Because this class has much to do with finding your intuitive design style, there are some unusual items listed. There is also a bit of pre-class homework. Please give yourself ample time to do your homework and organize your supplies. Try not to stress yourself by saving it for the last minute!

Prior to Class, do the following and take to class:

1. From advertisements, illustrations, pictures, or books, pick samples that show the following: (a) a strongly vertical design; (b) a strongly horizontal design; and (c) a design that radiates outward from a center area. (These should not be pictures of quilts.) Make three copies of each picture (black/white or color copies).
2. Using your favorite patchwork magazines and books, select and mark the 10 quilts, which really excite you. Then select and mark the 10 quilts that you like the least. Analyze your choices. Determine common links or interesting observations within each group. In writing, summarize your findings. Bring to class a selection of each group, along with your written summary.

Other Items to Take to Class

1. Bring ruler, paper scissors, fabric scissors, glue stick (removable, if possible), eraser, scotch tape, pencil, painter's masking tape, a few small (e.g. 8" x 11") sheets of drawing paper, as well as several large sheets of drawing paper.
2. Bring a good assortment of fabrics that provide a wide variety of colors, values, textures, color scale, design, etc. Bring scraps and/or whole pieces of any size.
3. Bring a few copies of gardening, travel, scientific, landscape, or other colorful, picturesque magazines or calendars, which have full-page color pictures and advertisements that you will be happy to cut apart for design exercises. You may bring a small selection of fabrics to class for design exercises too.

Optional:

1. Bring a few pages of construction paper (e.g. black, gray, or other color).
2. If you have one or more finished quilts or in-progress quilts that have stymied you with regard to design elements (e.g. color, value, etc.) or principles (e.g. balance, focus, etc.), bring them. If there is time outside of class to discuss these, we will do so.
3. If possible, read as much as possible of *Adventures in Design* prior to class.