

American Illustrator : Life as a working artist with instructor Jessica Chapman

The history of American illustration is filled with styles, techniques, and applications that reflect LIFE in AMERICA. From advertising to book pages, illustrators have been the “mind and hand” communicating information through creative imagery. Students will be inspired by the art of renown illustrators such as Norman Rockwell, as well as a variety of illustrators working today. Design Street instructors are trained, working artists who will share their experiences and techniques, as students learn to develop their own styles in visual communication using drawing, painting, clay, and mixed media.

Virtual Option available for ages 12-19 or join us “in person” at the studio!

Wednesdays

2:00-4:00 pm, for ages 12-19

24 week Design Street Art Education Program, 2026-27

DESIGN STREET ART THINK SERIES

115 WEST BRIDGE STREET, PLAINWELL MI 49080, (269) 615-0884



ART EDUCATION ^{at} DESIGN STREET

EXPLORING THE CREATIVE PROCESS WITH AGES 12-19

24 Week Design Street Art Education Program

This 24-week program is designed to help artists develop an understanding of DESIGN PRINCIPLES and ART ELEMENTS, while building skills and confidence in a variety of artistic applications. Our Design Street instructors are professional Illustrators and have a deep fondness for the history and master craftsmanship exhibited in American Illustration. Many of our country's cultural icons and seasonal traditions started with the pen of an American artist. Our students will learn how they have a place in our history as "image makers", capturing the styles and trends that may someday inform others what it was like to be alive in America in the 2020's.

Registration requires enrolling in a 12 week semester (\$216).

American Illustrator- Life as a working artist.

"A sketchbook is more than a place to draw—it's a place to think, experiment, and discover how you see the world."

John Hendrix, American Illustrator

Block #1

Understanding COLOR - Drawing, Painting, Color Theory

For ages 12-19, 2:00-4:00pm, \$72

Wednesdays, September 16, 23, 30, October 7

*VIRTUAL OPTION available- \$72

Learn from home with our online tutorials and "take home art kits"!

Students will learn the Elements of ART and how to begin the process of ARRANGEMENT with Design Principles. The SKETCHBOOK will become a tool for processing information and applying techniques to creative concepts. COLOR is perhaps the most influential Element of Art, affecting our senses, memory, decisions, and opinions. Students will learn fundamentals of Color Theory, Harmony, Radial Design and color mixing as they become acquainted with the studio space, instructor, and classmates. Each student will design a "Creative Color Wheel" that conveys something unique about their mindset, preferences, and personality.

Block #2

Understanding SPACE - Paper Sculpture, Graphic Design

For ages 12-19, 2:00-4:00pm, \$72

Wednesdays- October 14, 21, 28, November 4

*VIRTUAL OPTION available- \$72

Learn from home with our online tutorials and "take home art kits"!

Students will learn about American Illustrators Molly Egan and Abi Rajunov, as they create artwork inspired by their illustrations. Students will become acquainted with Graphic Design and visual communication as they discuss trends within the greeting card industry and the impact of digital technology. Using paper sculpture and create "engineering", students will design and create a greeting card with dimensional "pop up" techniques. Gouache, crayon, colored pencil and other mixed media will be utilized.

Block #3

Understanding COMPOSITION - Drawing, Watercolor, Poster Design

For ages 12-19, 1:00-3:00pm, \$72

Choose your group:

Wednesdays- November 11, 18, December 2, 9

VIRTUAL OPTION- \$72

Learn from home with our online tutorials and "take home art kits"!

Students will be inspired by the art of renown American illustrators: Saul Bass and Arthur Rackman as they learn about book cover illustration and cinema poster design. Students will compare advertising and cinema poster design from the past and present, while practicing techniques in ink and watercolor, culminating in a finished movie poster design.

Block #4

Figurative Book Illustration - *Stylized Portraits in Mixed Media*

For ages 12-19, 2-4pm, \$72

Wednesdays, January 27, February 3, 10, 17

VIRTUAL OPTION- \$72

Same class content but students learn from home with our online tutorials and “take home art supply kits”

Students will be inspired by the works of American illustrators ETHEL FRANKLIN BETTS and CF PAYNE.

Betts, a popular late 19th century children’s book illustrator, and Payne, known for his stylized portraiture in late 20th century Rollingstone Magazine, each portrayed figure studies in ways that reflected American culture. Students will practice CF Payne’s layered mixed media techniques, and E.F. Bett’s compositions to create their own interpreted figure illustration.

Block #5

Comic Books and Storyboarding

For ages 12-19, 2-4pm, \$72

Wednesdays, February 24, March 3, 10, 17

VIRTUAL OPTION- \$72

Same class content but students learn from home with our online tutorials and “take home art supply kits”

Inspired by the art of American illustrators: John Hendrix and Mike Mignola, students will study compositional layouts in Comic Book and Graphic Novel Design, comparing Asian, European, and American styles. Utilizing artwork and concepts from their sketchbooks, students will learn about STORY BOARDING, then create a personal interpretation of traditional “comic book page layout” illustration. Techniques and Mediums include inking, ink wash, and watercolor.

Block #6

Illustration and Design - *Marketing and Experimental Art*

For ages 12-19, 2-4pm, \$72

Wednesdays, March 24, April 7, 14, 21

VIRTUAL OPTION- \$72

Same class content but students learn from home with our online tutorials and “take home art supply kits”

With inspiration from legendary American Illustrator JC Leyendecker and Ed Kinsella, students will discuss the persuasive power of imagery in advertising, then create sketches reflecting ideas for marketing a product, narrative, or idea. Students will translate their sketches to finished art in the form of a poster and t-shirt design. Using experimental printing techniques and mixed media, students will explore creating art on fabric as well as paper.

2026 - 27 DESIGN STREET WEEKDAY ART EDUCATION PROGRAMS FOR AGES 5-19



Youth Programs for ages 5-11

UNIQUE U, Wednesdays OR Thursdays, Ages 7-11

VIRTUAL OPTION, Ages 5-11

Youth Program for ages 12-19

ART THINK, Wednesdays

VIRTUAL OPTION, Ages 12-19

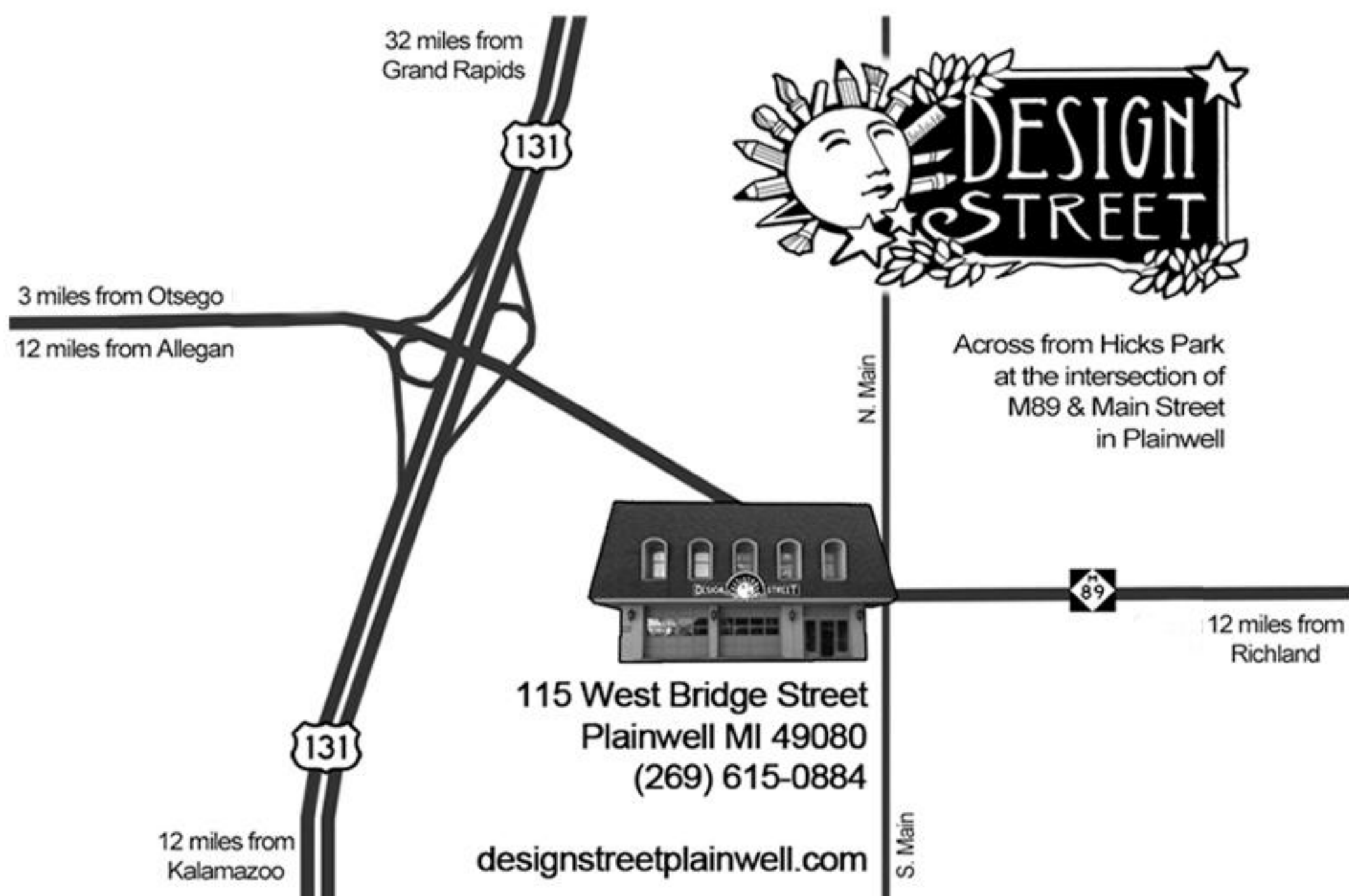
STUDIO ART FOCUS "After School Art Series", Wednesdays

ADVANCED ART, Thursdays

For more information on all of our programs please visit our website
www.designstreetplainwell.com or call 269-615-0884.

For examples of class projects and information on upcoming events, please visit us on Facebook (Design Street Plainwell) or Instagram (Design_Street). We always welcome your input and suggestions for future art offerings.

We are ART for the CURIOUS, as well as the SERIOUS!





DESIGN STREET

ART EDUCATION REGISTRATION

ART THINK SERIES

2026-2027

Art Classes for the Curious as well as the Serious

115 W. Bridge Street, Plainwell, Michigan, 49080, phone: 269-615-0884, designstreetplainwell.com

Name _____

Address _____

City / State / Zip _____

Phone _____

E-mail _____

Class / Workshop _____

Date/Time	Student Age	Fee
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Class / Workshop _____

Date/Time	Student Age	Fee
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Class / Workshop _____

Date/Time	Student Age	Fee
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Class / Workshop _____

Date/Time	Student Age	Fee
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Class / Workshop _____

Date/Time	Student Age	Fee
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Class / Workshop _____

Date/Time	Student Age	Fee
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TOTAL

A limited number of need based scholarships are available,
See <http://www.designstreetplainwell.com/scholarships.html> for info.

I would like to donate to the Design Street Scholarship Fund \$10 \$20 \$30 \$ _____

Circle the amount and add to class fee total or include a separate check if you would like a tax deductible donation receipt.

All fees are due at time of registration. To ensure placement, early registration is recommended. Please make checks payable to: Design Street, and send in with completed registration form and liability waiver to: Design Street, 115 W. Bridge St. Plainwell, Mi, 49080. A \$30 returned check fee will be charged by Design Street. Visit our website for a full list of class and workshop descriptions, and let us know if you have an interest in any other types of art programs. designstreetplainwell.com

REFUND POLICY

Registered students who make a withdrawal request up to one week prior to the class or workshop start date will receive a full refund. Withdrawal requests made one week prior, up to one day before, the start of the first session or workshop date will receive a 50% refund. No refund will be given once a class or workshop begins. Students who miss a class that they have registered for are not entitled to a make-up class or refund.

CLASS CHANGES & CANCELLATIONS

DesignStreetmayneedtocombineorreschedule,classstartdatesortimes to meet minimum enrollment requirements. Occasionally classes may need to be cancelled. All registered students will be contacted as soon as possible and given the option of choosing a different program or receiving a full refund.

Please read and fill out the liability and photo waiver on the reverse side of this form.
Mail completed forms and payment to Design Street, 115 West Bridge Street, Plainwell MI 49080

Liability and Photo Release Form

I acknowledge that participation in any and all Design Street Art sessions, classes, programs, and events can potentially lead to bodily harm and other personal injury or loss. These risks include, but are not limited to, bodily injury, damage to clothing, shoes, or damage/loss of personal property. This damage, loss, or harm may result from my own actions or the actions of others. I understand that appropriate personal conduct such as using all materials, supplies, and equipment as instructed and intended, and absolutely No RUNNING, is required at all times during participation. This personal conduct is expected inside the building as well as outside of the building. I also understand that even when all conduct is appropriate, damage, harm, or loss to myself and property may still occur.

In consideration of Design Street Instructors, Board of Directors, volunteers, and Adam and Rachel Hopkins, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors and assigns to:

- 1) Waive, release and discharge from any and all liability for my death, disability, personal injury, property damage, property theft or actions of any kind which may hereafter accrue to me, Design Street, its elected and appointed officials, employees, students, volunteers, and any other person participating with Design Street; and
- 2) Assume all risks of participating in this Design Street program, understanding that it may include activities that could lead to injury due to using art materials and instruments with sharp edges,
- 3) Defend, indemnify and hold harmless Design Street, its board members, art instructors, volunteers, student participants, Adam and Rachel Hopkins as building owners, and any other individuals acting on behalf of Design Street from any liabilities or claims made by other individuals or entities as a result of or relating to my participation in this program.

As the parent or legal guardian of _____
I understand that the above stated risks and potential hazards could apply to my child and I agree to release Design Street and all involved representatives from any liability as previously stated above in #1, 2, an 3. I hereby certify that I have read this document and understand and agree to its terms and content. (date and sign below)

Parent / Legal Guardian Signature _____ Date _____

Photo Release Statement

Photos and video clips may be taken during classes and events and may be used in marketing materials for Design Street.

By signing below, I give permission to record mine or my child’s image, voice, statements and / or writing to Design Street. I further irrevocably grant to Design Street, its advertisers, clients, agents, successors and assigns, unrestricted rights to use the above mentioned sound, still, or moving images in any medium for educational, promotional, advertising, or other purposes without limitation consistent with the mission of Design Street. I agree that all rights to the sound, still, or moving images belong to DS. I voluntarily waive the right to inspect or approve such images. This release is effective on the date written below and will remain in effect indefinitely. For the privacy of our students, names and ages are not printed, posted, or used with Design Street images.

Parent / Legal Guardian Signature _____

Print Name _____

Date _____

Student / Participant Name _____

