



With the Language of Painting just a few short weeks away from launch we wanted to release some information regarding what to expect from this new and exciting educational resource. Both the Language of Drawing and the Language of Painting are multi-media delivery systems for the celebrated Waichulis curriculum. These DVDs (along with their companion resources) were developed for implementation at all Ani Art Academies. Both series follow the same dynamic—they introduce necessary information, present carefully calibrated assignments, and then YOU get to work. We cannot stress enough that this media series is NOT *edutainment*. There is no flashy CGI effects nor any intense, dramatic soundtracks. This is not a DVD to put on in the background while you attend to other activities in the studio. There is nothing ‘sexy’ about this program. This is a carefully calibrated series of exercises configured into a rational sequence to isolate foundational components of the painting endeavor, to develop superior manual dexterity as well as organizational and problem solving skills, and to forge a highly adaptable understanding of basic material dynamics. While there is very useful information woven throughout the series, target skills are not developed by merely watching these videos--but by immersing yourself in the exercises presented. Here is a basic breakdown of the Language of Painting schedule:

Language of Painting Disc 1 (Full Core Program Disc 4):

Approx. runtime: 135 minutes.

- CHAPTER 01: Materials
- CHAPTER 02: First Marks
- CHAPTER 03: Pressure Scales I (Achromatic)
Pressure Scales II (Color)
- CHAPTER 04: Basic Color I (Basic RYB Walkthrough)
Basic Color II (Color Chart)
- CHAPTER 05: Gradations
Gradation Blocks I
Gradation Blocks II

Language of Painting Disc 2 (Full Core Program Disc 5):

Approx. runtime: 140 minutes

- CHAPTER 06: Gradation Patterns I
Gradation Patterns II
- CHAPTER 07: The Form Box
- CHAPTER 08: The Sphere I (Repetitions Phase 1)
The Sphere II (Repetitions Phase 2)
The Sphere III (Life Study)
The Sphere IV (Cumulative)

Language of Painting Disc 3 (Full Core Program Disc 6):

Approx. runtime: 155 minutes

SUPPLEMENT: The Creative Project (Waichulis Demo-Discovery)

CHAPTER 09: The Cylinder I (Repetitions Phase 1)

The Cylinder II (Repetitions Phase 2)

The Cylinder III (Ellipse Chart)

The Cylinder IV (Life Study)

The Cylinder V (Cylinder Wheel)

The Cylinder VI (Cumulative)

CHAPTER 10: The Cone I (Repetitions Phase 1)

The Cone II (Repetitions Phase 2)

The Cone III (Life Study)

The Cone IV (Cone Wheel)

The Cone V (Cumulative)

Language of Painting Disc 4 (Full Core Program Disc 7):

Approx. runtime: 76 minutes (still in final production--subject to change)

CHAPTER 11: The Cube I (Repetitions Phase 1)

The Cube II (Repetitions Phase 1)

The Cube III (Life Study)

The Cube IV (Cube Wheel)

The Cube V (Cumulative)

CHAPTER 12: Original Capstone Works

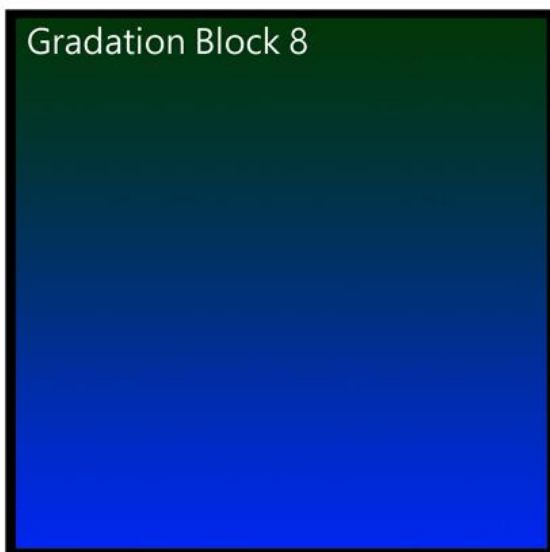
SUPPLEMENT: Varnish

SUPPLEMENT: Engage

Many of you will immediately recognize the overall similarities to The Language of Drawing. Our overall core program uses the same schedule of exercises for both wet (Oils) and dry (Charcoal) media so as to place more focus on the material dynamics themselves.

The Language of Painting (LoP) also has many 'review' sections throughout so that those who did not experience the Language of Drawing series will not be at a great disadvantage. However, it is very safe to say that those who DID immerse themselves in the Language of Drawing will have a significant development advantage over those who did not. Many of the skills that are targeted and developed in the LoP series do intentionally draw from skills first established in the Language of Drawing (again, as both the Language of Drawing and the Language of Painting together comprise the entire Waichulis curriculum.)

***Special note: One of the biggest issues that we find interfering with the successful extraction of all that can be garnered from our curriculum is failure to hit specific target goals before advancement. Breezing through exercises without regard for every specific exercise parameter will lead to little more than unfocused practice. Even if it means repeating an exercise multiple times---make sure that you have completed the exercises EXACTLY as they have been demonstrated or explained. You can experiment as much as you like as long as you successfully achieve the basic target goals as presented. These exercises are carefully calibrated for use in a very specific sequence so as to maximize skill development. Do not rush and do not skip over anything. This is seen far too often:**



Skip nothing. You must complete each exercise SUCCESSFULLY with deliberate focus (as described) before advancing.

Additionally, our LoP Companion Text CD will contain a wealth of resources for Language of Painting participants. There will be a considerable amount of "signposts" in the text that will point interested parties who wish to study alternatives to some of our baseline principles or procedures toward viable resources. We highly encourage as much research and experimentation as possible by the LoP participant.

We also highly encourage LoP participants to become active in our online resources to garner useful feedback on their development. We have seen some incredible development by the artists participating in our Language of Drawing forum on Facebook and hope that this same fruitful dynamic takes place on our Facebook LoP forum following the LoP launch.

The final Language of Painting package should include: 4 DVDs, 1 Companion Text on CD, and a Companion Text Binder containing several model sheets. This entire LoP package is scheduled to retail at \$199.95 plus S&H. Launch resources may be somewhat limited, however we are ramping up inventory to see to as much initial interest as possible. Should supplies run out it may only be a delay of 2-3 weeks. All orders should expect at least 2 weeks for delivery. If you have any questions you can contact Anthony Waichulis directly at: yychuls@gmail.com. He will respond to you at his earliest convenience.

We look forward to making this resource available on March 1st @ www.aniwaichulis.com.

Get ready!

