



## DEPARTMENT Fine Arts

### COURSE OUTLINE – Fall 2022

#### DD1380 (A2): Design Fundamentals – 3 (2-0-4) 90 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

<b>INSTRUCTOR:</b> Mohsen Ahi Andy	<b>PHONE:</b> 780-539-2813
<b>OFFICE:</b> L207B	<b>E-MAIL:</b> MAhiandy@NWPolytech.ca
<b>OFFICE HOURS:</b> Please email for appointment	

**CALENDAR DESCRIPTION:** A studio based introduction to the conceptual and practical concerns of design. Two dimensional design related studies.

**PREREQUISITE(S)/COREQUISITE:** None.

**REQUIRED TEXT/RESOURCE MATERIALS:** There is no textbook for this course. This class will take place in the ARTS MEDIA LAB (Room: L207B). Project mediums are mainly digital. Software for digital projects, Adobe Illustrator and Photoshop, will be available in the Arts Media Lab.

**DELIVERY MODE(S):** Lecture/Lab

#### COURSE OBJECTIVES:

This course explores the potentials of digitally designed creative contents, Two-dimensional design, as contemporary art mediums. It is an introduction to the conceptual and practical aspects of design. Through the development of various lectures, assignments, projects, and exercises, this course will explore the use of the digital programs as a mean for art students to create and develop ideas.

1. Introduction to the fundamentals of the visual language i.e. line, shape, color, texture.
2. Introduction to the computer as a creative tool.
3. Introduction to the basics of software using Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.

#### LEARNING OUTCOMES:

By the completion of this course, students will be expected to:

1. Exhibit a discovery of an on-going skill set in Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.
2. Develop proficiency in:
  - Explaining the principles of two-dimensional design
  - Introductory Vector drawing /Image editing
  - Personal expression through brainstorming, and/or formal aesthetic potentials
  - Visual poetics and abstract thinking
3. Import photographs, scan various materials, translate a drawing or photograph to create a vector image, and print assignments.

### **TRANSFERABILITY:**

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

### **EVALUATIONS:**

Assignments will be graded on:

1. How well the student is able to communicate ideas digitally
2. The level of creativity and technical understanding of the programs, clarity in the final design, and the conceptual integrity of the final work
3. Creative presentation of the projects/assignments
4. Participation and contribution to the creation of a dynamic learning environment

<b>PROJECT ONE : Line art drawing/ logo</b>	10%
<b>PROJECT TWO : Abstract illustration</b>	10%
<b>PROJECT THREE : Poster design</b>	15%
<b>PROJECT FOUR : Repetition/ pattern</b>	10%
<b>PROJECT FIVE : Portrait manipulation</b>	10%
<b>PROJECT SIX : Image montage/ collage</b>	15%
<b>QUIZ ONE</b>	10%
<b>QUIZ TWO</b>	10%
<b>PARTICIPATION</b>	10%

### **Late Assignments:**

Deadlines must be met to avoid late penalties – please allow ample time to finish, export and submit your projects. If students are unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided. Late assignments are subject to a **5%** penalty for the first 24 hours late and a **10%** deduction following the initial deadline (including weekends). **20%** will be deducted if

the project is more than one week and up to two weeks late. After two weeks, late projects will be penalized **30%** if submitted on/before the last day of class.

### GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

### COURSE SCHEDULE/TENTATIVE TIMELINE:

Class	Day	Date	Topic	To do:
1	Thu	Sep 1	Introduction to course and design fundamental / course expectations	-
2	Tue	Sep 6	Illustrator exploration series 1: Introduction, layout, navigate, artboards Lecture 1: Point and Line	-
3	Thu	Sep 8	Illustrator exploration series 2: Line, pen, pencil, strokes <b>PROJECT ONE : Line art drawing/ logo</b>	-
4	Tue	Sep 13	Illustrator exploration series 3: Curvature tools Working on assignment 1	-
5	Thu	Sep 15	Working on assignment 1	-
6	Tue	Sep 20	Illustrator exploration series 4: Color and gradient Lecture 2: Color (1) Working on assignment 1	-
7	Thu	Sep 22	Illustrator exploration series 5: Shape builder tools <b>PROJECT TWO : Abstract illustration</b>	<b>DUE TODAY: Project ONE</b>
8	Tue	Sep 27	Illustrator exploration series 6: Using images Working on assignment 2	-
9	Thu	Sep 29	Working on assignment 2	-
10	Tue	Oct 4	Illustrator exploration series 7: Type, grids and guides Working on assignment 2	-
11	Thu	Oct 6	Working on assignment 2	

			<b>PROJECT THREE : Poster design</b>	<b>DUE TODAY:</b> <i>Project TWO</i>
12	Tue	Oct 11	Fall Break. No Classes	-
13	Thu	Oct 13	Fall Break. No Classes	-
14	Tue	Oct 18	Working on assignment 3	-
15	Thu	Oct 20	Working on assignment 3	-
16	Tue	Oct 25	QUIZ ONE (in class)	-
17	Thu	Oct 27	Photoshop exploration series 1: Introduction, navigate, layers <b>PROJECT FOUR : Repetition/ pattern</b>	<b>DUE TODAY:</b> <i>Project THREE</i>
18	Tue	Nov 1	Photoshop exploration series 2: Tools, transform Working on assignment 4	-
19	Thu	Nov 3	Working on assignment 4	-
20	Tue	Nov 8	Lecture 3: Color (2) / Texture Photoshop exploration series 3: Color balance Working on assignment 4 <b>PROJECT FIVE : Portrait manipulation</b>	<b>DUE TODAY:</b> <i>Project FOUR</i>
21	Thu	Nov 10	Working on assignment 5	-
22	Tue	Nov 15	Photoshop exploration series 4: Smart objects Working on assignment 5	-
23	Thu	Nov 17	Working on assignment 5	-
24	Tue	Nov 22	Lecture 4: Composition Photoshop exploration series 5: Image reconstruction <b>PROJECT SIX : Image montage/ collage</b>	<b>DUE TODAY:</b> <i>Project FIVE</i>
25	Thu	Nov 24	Working on assignment 6	-
26	Tue	Nov 29	Photoshop exploration series 6: Layer effects, advance selection Working on assignment 6	-
27	Thu	Dec 1	Working on assignment 6	-
28	Tue	Dec 6	QUIZ TWO (in class)	-
29	Thu	Dec 8	Last day of class / Conclusion	<b>DUE TODAY:</b> <i>Project SIX &amp; All late Projects</i>

### STUDENT RESPONSIBILITIES:

Students are expected to invest a minimum of 3 hours outside of class time on assignments and preparing for quizzes. Students are required to attend all classes. This course includes ongoing in-class activities, lectures, and tutorials. Absences may be excused in circumstances such as illness or in an emergency—please speak with the instructor as soon as possible in these instances.

**STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

\*\*Note: all Academic and Administrative policies are available on the same page.

**Additional Information:**

If you are not feeling unwell, have been diagnosed with a positive Covid-19 test, please stay home until you are feeling better.