



DEPARTMENT FINE ARTS

COURSE OUTLINE – WINTER 2019

DD1380 (B3): Design Fundamentals – 3 (2-0-4) 90 Hours for 15 Weeks

INSTRUCTOR: Doug Wills **PHONE:** 780.539.2447
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OFFICE HOURS: By appointment – Monday, Wednesday, Friday only

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: No textbook is required, although you may be asked to photocopy reserve material at the library. Binder for handouts and photocopies. The auxiliary fee for this course will cover required printing in the lab. You **MUST** purchase some form of storage to back up your files. Recommended: Mac compatible external hard drive or flash drive. Minimum 16GB.

DELIVERY MODE(S): Lecture / Lab

COURSE OBJECTIVES:

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

LEARNING OUTCOMES:

During this course, the student will be able to:

1. Exhibit a basic working knowledge of software using Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs using the Macintosh computer platform.
2. Import photographs, scan various materials, translate a drawing or photograph to create a vector image, and print assignments.
3. Explain the principles of two-dimensional design and illustrate an understanding of how graphic design fits into the world of art by performing related tasks.

TRANSFERABILITY: UA, AU, UL, AF, KUC

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

**** 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:

All projects/assignments are evaluated based on:

1. The level of creativity and craftsmanship demonstrated.
2. The degree of knowledge and understanding of the elements and principles of this particular studio discipline.
3. Portfolio presentations will be required throughout the duration of this course.
4. Participation grade is established by your level of enthusiasm, commitment, involvement and flexibility in both studio and individual/collective critiques.

Projects/Assignments (80%): 8 Projects at 10% each (4 before the midterm and 4 after the midterm), graded on an ongoing basis, for a total of 80% of your final grade. Projects will be evaluated against the stated objectives of each project, in addition to the level of creativity and technical knowledge demonstrated. Please note that overdue projects will be penalized 10% per day.

Quizzes (10%): 6 take home quizzes (3 before the mid-term and 3 after the mid-term) of equal value for a total of 10% of your final grade. Please note that these will not be repeated for individuals who are late/absent.

Participation (10%): 10% of the final grade is allocated to attendance and participation during class activities, discussions, and critiques.

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than a 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:

Week	Topic/Activity
TH Jan 3	Introduction to Design Fundamentals, expectations, requirements. In-class definition worksheet.
T Jan 8	Intro to Illustrator; hand out Assignment 1- Basic shapes. Use of basic shapes to create iconographic designs. Complete Assignment 1 in-class.
TH Jan 10	Continued exploration of Illustrator. Hand out Assignment 2 – Compound / Complex Form. Pen, pencil and brush tools.
T Jan 15	Continue work on Assignment 2.
TH Jan 17	Continue work on Assignment 2.
T Jan 22	Introduction to typography. Hand out and begin Assignment 3 – 27 th Letter
TH Jan 24	Continue work on Assignment 3.
T Jan 29	Continue work on Assignment 3.
TH Jan 31	Discuss Assignments 2 and 3. Advanced exploration of Illustrator. Hand out Assignment 4 – Flower or insect. Placement and reference to raster (photo) image in the creation of vector graphic using advanced tools available (gradient, gradient mesh)
T Feb 5	Continue work on Assignment 4.
TH Feb 7	Continue work on Assignment 4.
T Feb 12	Continue work on Assignment 4.
TH Feb 14	Continue work on Assignment 4.
T Feb 19	WINTER BREAK – NO Class
TH Feb 21	WINTER BREAK – NO Class
T Feb 26	Print and discuss Assignment 4. Introduction to Photoshop. Importing photograph as reference, using brushes, defining colour palette. Hand out Assignment 5 – Portrait. MIDTERM – Have Assignments 1, 2, 3, 4 ready to hand in.
TH Feb 28	Continue work on Assignment 5.
T Mar 5	Continue work on Assignment 5. LAST DAY TO WITHDRAW
TH Mar 7	Advanced exploration of typography. Hand out and begin Assignment 6 – Type Pattern.
T Mar 12	Continue work on Assignment 6.
TH Mar 14	Continue work on Assignment 6.
T Mar 19	Advanced exploration of Photoshop. Hand out Assignment 7 – Surreal Collage. Discussion of Assignment 8 – Infographic Design. Using either Illustrator or Photoshop (or a combination) develop a large format poster based on student's research.
TH Mar 21	Continue work on Assignment 7.
T Mar 26	Continue work on Assignment 7.

TH Mar 28	Begin work on Assignment 8 - Infographic (FINAL ASSIGNMENT)
T Apr 2	Continue work on Assignment 8.
TH Apr 4	Continue work on Assignment 8.
T Apr 9	Finish work on Assignment 8.
TH Apr 11	LAST CLASS – ALL ASSIGNMENTS STARTED AFTER MIDTERM DUE (5, 6, 7, and 8). Discuss Assignments 7 and 8.

STUDENT RESPONSIBILITIES:

- Please notify the instructor of illness or absence prior to class.
- It is **YOUR RESPONSIBILITY** to obtain handouts, lecture notes and assignments from classmates when you are absent. The instructor will not repeat lectures for latecomers.
- Three late arrivals constitute one absence.
- Students are expected to invest a minimum of 3 hours outside of class time on assignments and preparing for quizzes.
- **EQUIPMENT AND LAB USE:** Cameras and tripods: Students are responsible for all equipment while it is signed out.
- Damage, loss or late return of equipment may result in limited access for the remainder of the term. Students are responsible for costs associated with replacing lost or damaged equipment.
- Computers and printers are available for student use in the digital lab. Students are asked to treat equipment with care, keep the lab clean, and respect other lab users by maintaining a quiet and clean workspace.
- **PREPARATION AND PLANNING:** Assignments will be introduced in advance in order to allow students to collect images etc. and develop concepts. Students are expected to arrive to class prepared.
- **ELECTRONIC COMMUNICATION DEVICES/ SOCIAL MEDIA:** All cell phones and other communication devices should be turned off before class. Exceptions are made for parental responsibilities or emergency situations.
- Social media (Facebook, Skype, etc.) are not to be used during class time.

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 Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

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