



DEPARTMENT FINE ARTS

COURSE OUTLINE –WINTER 2021

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

INSTRUCTOR: Doug Wills

PHONE: (780) 539-2447

OFFICE: Studio B 101A

E-MAIL: dwills@gprc.ab.ca

OFFICE HOURS: via email

WINTER 2021 DELIVERY:

Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca

Note: GPRC reserves the right to change the course delivery.

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. Software must be subscribed to either month-to-month OR a yearly subscription.

< <https://www.adobe.com/ca/creativecloud/plans.html?promoid=NV3KR7S1&mv=other>>

DELIVERY MODE(S): Lecture / Lab

COURSE OBJECTIVES:

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 Macintosh (or PC) 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 discovery of an on-going skill set in Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs using the Macintosh (or PC) computer platform.
2. Import photographs, scan various materials, translate a drawing or photograph to create a vector image. *Printing options will not be available this semester.
3. Explain the principles of two-dimensional design and illustrate, through progressive implementation, how graphic design fits into the world of art.

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:

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 (70%): 8 Projects at 12.5% each (4 before the midterm and 4 after the midterm), graded on an ongoing basis, for a total of 70% 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 (20%): 6 take home quizzes (3 before the mid-term and 3 after the mid-term) of equal value for a total of 20% 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 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
W Jan 6	Introduction to Design Fundamentals, expectations, requirements. In-class definition worksheet.
M Jan 11	Intro to Illustrator; hand out Participation Project - Basic shapes . Use of basic shapes to create iconographic designs. Complete Participation Project during class.
W Jan 13	Continued exploration of Illustrator. Hand out Assignment 1 – Compound / Complex Form . Pen, pencil and brush tools.
M Jan 18	Continue work on Assignment 1.
W Jan 20	Introduction to typography. Manipulating text and combining shapes. Hand out and begin Assignment 2 – 27th Letter .
M Jan 25	Continue work on Assignment 2.
W Jan 27	Continue work on Assignment 2.

M Feb 1	Discuss Assignments 1 and 2. Advanced exploration of Illustrator. Hand out Assignment 3 – Flower or insect. Placement and reference to raster (photo) image in the creation of vector graphic using advanced tools available (gradient, gradient mesh).
W Feb 3	Continue work on Assignment 3.
M Feb 8	Continue work on Assignment 3.
W Feb 10	Advanced typography. Layout, alignment, justification. Hand out Assignment 4 – Infographic. Develop a large format design based on each student's research. This project will include text and icons.
M Feb 15 To F Feb 19	MONDAY FEBRUARY 15 is FAMILY DAY. FALL BREAK. NO CLASSES.
M Feb 22	Continue work on Assignment 4.
W Feb 24	Continue work on Assignment 4.
M Mar 1	MIDTERM: Submit Assignments 1, 2, 3, and 4 no later than this date. Discuss Assignment 3 and 4. Introduction to Photoshop. Importing photograph as reference, using brushes, defining colour palette, use of basic tools to edit images. Hand out Assignment 5 – Self Portrait.
W Mar 3	Continue work on Assignment 5.
M Mar 8	Continue work on Assignment 5.
W Mar 10	Assignment 6 - Type Pattern in Photoshop. Introduction to using and manipulating type, filters, layer styles to create a type pattern / design.
M Mar 15	Continue work on Assignment 6.
W Mar 17	Continue work on Assignment 6.
M Mar 22	Hand out Assignment 7 – Modified Hybrid Images. Advanced Photoshop. Selecting, layer masks, transforming, colour adjustments.
W Mar 24	Continue work on Assignment 7.
M Mar 29	Continue work on Assignment 7.
W Mar 31	Hand out Assignment 8 – Surreal Collage.
M Apr 5	Continue work on Assignment 8.
W Apr 7	Continue work on Assignment 8.
M Apr 12	Continue work on Assignment 8. LAST DAY OF CLASSES / ALL ASSIGNMENTS STARTED AFTER MIDTERM ARE DUE (5, 6, 7, and 8).

STUDENT RESPONSIBILITIES:

- Please notify the instructor of illness or absence prior to class.
- Students are expected to invest a minimum of 3 hours outside of class time on assignments and preparing for quizzes.

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

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

Additional Information:

As DD1380 – Design Fundamentals is being taught remotely this semester, it is up to each student to have access to a computer, internet access, and software to complete course assignments. The course will be taught using Adobe Creative Cloud applications including Illustrator and Photoshop.

*Students are required to ensure their computer is of sufficient processor speed and storage capacity to operate the software effectively.

**Students are responsible to subscribe to Adobe Creative Cloud and have applications installed based on assignments (Illustrator from January 6 to February 28, 2021; Photoshop from March 1 to April 12, 2021).