



DEPARTMENT FINE ARTS
COURSE OUTLINE – FALL 2017

DD1380 (A2): 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: Basic computer literacy skills are required.

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 8GB.

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 (70%): 7 Projects at 10% each (3 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 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:

<u>Week</u>	<u>Topic/Activity</u>
W Aug 30	Introduction to Design Fundamentals, expectations, requirements. Introduction to Adobe Illustrator interface.
M Sep 4	LABOUR DAY HOLIDAY – no class
W Sep 6	Continued intro to Illustrator; hand out Assignment 1- Basic shapes. Use of basic shapes to create iconographic designs. Complete Assignment 1 in-class.
M Sep 11	Continued exploration of Illustrator
W Sep 13	Hand out and begin Assignment 2 – Compound / complex forms. Pen, pencil and brush tools.
M Sep 18	Continue work on Assignment 2
W Sep 20	Continue work on Assignment 2
M Sep 25	Advanced exploration of Illustrator, critique in class of Assignment 2. 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 Sep 27	Continue work on Assignment 3
M Oct 2	Continue work on Assignment 3
W Oct 4	Continue work on Assignment 3
M Oct 9	THANKSGIVING HOLIDAY – no class
W Oct 11	Print completed Assignment 3, prepare for installation in Glass Gallery. Critique in class.
M Oct 16	Introduction to Adobe Photoshop
W Oct 18	Continued exploration of Photoshop, hand out Assignment 4 – Portrait. Importing photograph as reference, using brushes, defining colour palette.
M Oct 23	Continue work on Assignment 4
W Oct 25	Continue work on Assignment 4
M Oct 30	Advanced exploration of Photoshop, hand out Assignment 5 – Surreal Environment. Making accurate selections, manipulating and transforming selections from multiple images.
W Nov 1	Continue work on Assignment 5
M Nov 6	Continue work on Assignment 5. Handout Assignment 6 – Infographic research to determine topic for design.
W Nov 8	Continue work on Assignment 5
F Nov 10	FALL BREAK – NO CLASSES
S Nov 11	REMEMBRANCE DAY HOLIDAY
M Nov 13	HOLIDAY in lieu of Remembrance Day – NO CLASSES

W Nov 15	Advanced exploration of Photoshop. Discussion of Assignments 6 and 7 – Infographic design. Using either Illustrator or Photoshop (or a combination) develop a large format poster based on student’s research.
M Nov 20	Begin work on Assignment 7 (FINAL ASSIGNMENT)
W Nov 22	Continue Work on Assignment 7.
M Nov 27	Continue Work on Assignment 7.
W Nov 29	Continue Work on Assignment 7.
M Dec 4	Print completed assignments. Prepare for critique
W Dec 6	Final critique of Photoshop assignments 4, 5, 6, 7.
TH Dec 7	LAST DAY OF CLASSES

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.