



DEPARTMENT FINE ARTS

COURSE OUTLINE – WINTER 2016

DD1380 (A3): Design Fundamentals – 3 (2-0-4) UT

INSTRUCTOR: Doug Wills **PHONE:** 780.357.7491
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OFFICE HOURS: By appointment

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:

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

TRANSFERABILITY:

University of Alberta
Athabasca University
Augustana Faculty, University of Alberta
King's University College *
University of Lethbridge

* An asterisk (*) beside any transfer institution indicates important transfer information. Consult the Alberta Transfer Guide for more information (www.transferalberta.com)

** 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:

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.
5. There are no exams in this course.

GRADING CRITERIA:

Assignments

1. Projects will be graded on an ongoing basis, and will be worth 70% of the final mark. Assignments will be evaluated against the stated objectives of each project, in addition to the level of creativity and technical knowledge demonstrated. *Overdue assignments will be penalized 10% per day.
2. Quizzes, in class assignments: 20% *please note that these will not be repeated for individuals who are late/absent.
3. Participation; 10% of the final mark is allocated to attendance and participation during class activities, discussions, and critiques.

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN "C-" IF YOU ARE PLANNING TO TRANSFER TO A UNIVERSITY.**

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:

January 6 – April 26, 2016 (Final day of classes is April 13, 2016)

Monday (M) and Wednesday (W) 8:30 am – 11:20 am

- W Jan. 6 Introduction to Design Fundamentals, expectations, requirements. Introduction to Adobe Illustrator interface.
- M Jan. 11 Continued intro to Illustrator; hand out Assignment 1- Basic shapes. Use of basic shapes to create iconographic designs.
- W Jan. 13 Complete Assignment 1 in-class.
- M Jan. 18 Doug will be away – CLASS CANCELLED
- W Jan. 20 Continued exploration of Illustrator
- M Jan. 25 Hand out and begin Assignment 2 – Compound / complex forms. Pen, pencil and brush tools.
- W Jan. 27 Continue work on Assignment 2
- M Feb. 1 Advanced exploration of Illustrator, critique in class of Assignment 2. Hand out Assignment 3 – Flower. 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 Continue work on Assignment 3
- M Feb. 15 WINTER BREAK – No Class
- W Feb. 17 WINTER BREAK – No class
- M Feb. 22 Print completed Assignment 3, prepare for installation in Glass Gallery. Critique in class.
- W Feb. 24 Introduction to Adobe Photoshop
- M Feb. 29 Continued exploration of Photoshop, hand out Assignment 4 – Self Portrait. Importing photograph as reference, using brushes, defining colour palette.
- W Mar. 2 Continue work on Assignment 4
- M Mar. 7 Continue work on Assignment 4
- W Mar. 9 Advanced exploration of Photoshop, hand out Assignment 5 – Surreal Environment. Making accurate selections, manipulating and transforming selections from multiple images.
- M Mar. 14 Continue work on Assignment 5
- W Mar. 16 Continue work on Assignment 5
- M Mar. 21 Continue work on Assignment 5. Handout Assignment 6a – Infographic research to determine topic for design.

- W Mar. 23 Advanced exploration of Photoshop. Discussion of Assignment 6a and 6b – Infographic design. Using either Illustrator or Photoshop (or a combination) develop a large format poster based on student’s research.
- M Mar. 28 Begin work on Assignment 6b (FINAL ASSIGNMENT)
- W Mar. 30 Continue Work on Assignment 6b.
- M Apr. 4 Continue Work on Assignment 6b.
- W Apr. 6 Continue Work on Assignment 6b.
- M Apr. 11 Continue Work on Assignment 6b. Print completed assignments. Prepare for critique.
- W Apr. 13 Final critique of Photoshop assignments 4, 5, and 6.

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 https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf

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