



**DEPARTMENT OF FINE ARTS
COURSE OUTLINE – FALL 2016**

DD1380 (A2): DESIGN FUNDAMENTALS – 3 (2-0-4) 90 Hours for 15 Weeks

INSTRUCTOR:	Edward Bader	PHONE:	780 539 2013
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OFFICE HOURS:	Monday and Wednesdays: 10:00 -11:20 am 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 essential.

REQUIRED TEXT/RESOURCE MATERIALS: None / UBS Flash Drive to store digital files

DELIVERY MODE(S): Lecture/Lab

COURSE OBJECTIVES:

1. Introduction to the fundamentals of the visual language i.e. line, shape, color, texture, static and time-based composition in two, three and kinetic dimensions.
2. Introduction into the computer as a creative tool to be used in conjunction with traditional drawing and painting media.

LEARNING OUTCOMES: By the end of this course, students will be able to:

1. Exhibit a basic working knowledge of software using Raster (Adobe Photoshop), Vector Drawing (Adobe Illustrator) programs using the Macintosh computer platform.
2. Show how to import photographs, scan various materials, print assignments and use Illustrator and Photoshop in tandem.
3. Explain and illustrate the principles of two-dimensional design.
4. Explain and illustrate the use of digital media in a fine arts context.

TRANSFERABILITY: UA, UL, AU, 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.transferralberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineresearch.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:

Evaluation will be based on:

1. The level of creativity demonstrated.
2. The degree of knowledge and understanding of the elements and principles of this studio discipline.
3. Portfolio presentations will be required throughout the duration of this course.
4. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and individual critiques.

Assignments: 70%:

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.**

Mid-term: Grade based on assignments completed by **October 20th, 2016**

Final: Grade based on final portfolio by **December 1st, 2016.**

Quizzes: 20%

Grade based on an average of quizzes throughout the term. Content of quizzes based upon lectures. ***Please note that these will not be repeated for individuals who are late/absent.**

Participation: 10%

Based upon participation, critique contributions, and class attendance.

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	95-100	C+	2.3	67-69
A	4.0	90-94	C	2.0	63-66
A-	3.7	85-89	C-	1.7	60-62
B+	3.3	80-84	D+	1.3	55-59
B	3.0	75-79	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

August 31st to October 20th: Photoshop Unit

October 20th to December 1st: Illustrator Unit

STUDENT RESPONSIBILITIES:

- You are expected to arrive on time and remain for duration of class and related activities.
- 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.

- **ELECTRONIC DEVICES IN THE CLASSROOM:** All cell phones, Blackberries, 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. All cell phones must be turned off and stored away from view. ***Students found checking messages or texting in class will be asked to leave.***
- No IPOD or MP3 players allowed without permission!!!! You must have your own headphones to listen to music during work periods.

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.

Additional Information: