

**DEPARTMENT OF FINE ARTS
COURSE OUTLINE – Fall 2024**

DD1104 (A2): 2D Digital Design Studio – 5 (2.5-0-2.5) 75 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mohsen Ahiandy
OFFICE: L220

PHONE: (780) 539-2719
E-MAIL: MAhiandy@nwpolytech.ca

OFFICE HOURS: Please make an appointment for all in-person office consultation/meetings.

CALENDAR DESCRIPTION: This course is an introduction to the technical and conceptual aspects of digital design. Utilizing lectures, technical exercises, and creative projects, students will employ digital programs to process ideas and generate professionally designed digital outputs.

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS: There is no textbook for this course. Project mediums are mainly digital. Software for digital projects, Adobe Illustrator and Adobe Photoshop, will be available in the Arts Media Lab.

DELIVERY MODE(S): Lecture and lab

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

- Exhibit competency in a range of digital programs: Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator).
- Employ the elements and principles of two-dimensional digital design.

- Practice introductory level Vector drawing, image editing, digital collaging, importing photographs, scanning materials, digitally translating drawings or photographs to create a vector image, and printing to hard copy.
- Express personal ideas in a digital format (representationally, poetically, abstractly and/or conceptually).

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.alberta.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:

Mark Breakdown

Assignment	Value
Assignment 1: Sequential Illustration	15
Assignment 2: Product Package Design	20
Assignment 3: Surreal Self-portrait Collage	15
Assignment 4: Infographic Poster	15
Exam one (in-class) – Adobe Illustrator	10
Exam two (in-class) – Adobe Photoshop	10
In-class exercise 1: Iconographic Design	2
In-class exercise 2: Modified Hybrid Image	3
Participation/Attendance	10

Students will be evaluated based on the following criteria:

- Student's proficiency in effectively communicating ideas digitally.
- Demonstrating creativity and technical understanding of relevant 2D design programs (Adobe Illustrator and Adobe Photoshop.)
- Presenting projects/assignments in an artistic and inventive manner.
- Actively participating in class and contributing to the creation of a dynamic learning environment.

Late Assignments:

Deadlines must be met to avoid late penalties – please allow ample time to finish, export and submit your projects. If students are unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided. Late assignments are subject to a **5%** penalty for the first 24 hours they are overdue, and a **10%** deduction following the initial

deadline for up to a week (including weekends). A **20%** deduction will be applied if the project is more than one week and up to two weeks late. After two weeks, late projects will incur a **30%** penalty if submitted on or before the last day of class.

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	95-100	C+	2.3	67-69
A	4.0	85-94	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:

Class	Day	Date	Topic
1	Tue	Sep 3	Introduction to Digital Design Studio, expectations, requirements
2	Thu	Sep 5	Illustrator exploration series: Get to know Adobe Illustrator hand out Assignment 1: Sequential Illustration
3	Tue	Sep 10	Illustrator exploration series: Essential for drawing tools Lecture 1: Point and Line Continue work on assignment 1
4	Thu	Sep 12	Illustrator exploration series: Turn hand drawing into digital using pen, pencil and curvature tools, layers Continue work on assignment 1
5	Tue	Sep 17	Lecture 2: Colour 1 Illustrator exploration series: Basic shapes, colour swatches Continue work on assignment 1
6	Thu	Sep 19	Continue work on assignment 1
7	Tue	Sep 24	Continue work on assignment 1 DUE TODAY: Assignment 1
8	Thu	Sep 26	Print Sequential Narrative Illustration + In-class project discussion

Class	Day	Date	Topic
			Assignment 2: Product Package Design
9	Tue	Oct 1	Lecture 3: Introduction to typography Illustrator exploration series: Text and type tools Continue work on assignment 2
10	Thu	Oct 3	Illustrator exploration series: Create and combining shapes In-class exercise 1: Iconographic Design Continue work on assignment 2
11	Tue	Oct 8	Lecture 4: Colour 2 Illustrator exploration series: Colour guide and gradients Continue work on assignment 2
12	Thu	Oct 10	Illustrator exploration series: Layout, guide and alignment Continue work on assignment 2
13	Tue	Oct 15	Continue work on assignment 2
14	Thu	Oct 17	Continue work on assignment 2 DUE TODAY: Assignment 2
15	Tue	Oct 22	Print Product Package Design project and muck-up + In-class project discussion
16	Thu	Oct 24	Exam one (in-class) - Illustrator Multiple choice questions and In-class design project
17	Tue	Oct 29	Photoshop exploration series: Introduction to Photoshop Assignment 3: Surreal Self-portrait Collage
18	Thu	Oct 31	Photoshop exploration series: Selection in Photoshop, use basic tool to edit images Continue work on assignment 3
19	Tue	Nov 5	Photoshop exploration series: Adjustment layer and layer panel Continue work on assignment 3
20	Thu	Nov 7	Photoshop exploration series: Layer mask In-class exercise 2: Modified Hybrid Image Continue work on assignment 3
21	Tue	Nov 12	Fall Break. No Classes
22	Thu	Nov 14	Fall Break. No Classes
23	Tue	Nov 19	Continue work on assignment 3 DUE TODAY: Assignment 3
24	Thu	Nov 21	Assignment 4: Infographic poster

Class	Day	Date	Topic
			Lecture 5: Infographics Photoshop exploration series: Type and paragraph tools Continue work on assignment 4
25	Tue	Nov 26	In-class project discussion Lecture 5: Gestalt rules Photoshop exploration series: Shapes, pen and transform tools Continue work on assignment 4
26	Thu	Nov 28	Photoshop exploration series: Filters, effects and patterns Continue work on assignment 4
27	Tue	Dec 3	Continue work on assignment 4
28	Thu	Dec 5	Continue work on assignment 4 DUE TODAY: Assignment 4
29	Tue	Dec 10	Exam two (in-class) - Photoshop Multiple choice questions and In-class design project Last day of classes / All late assignments are due

STUDENT RESPONSIBILITIES:

Students are expected to invest a minimum of **3 hours** outside of class time on assignments and preparing for exams.

Students are required to attend all classes. This course includes ongoing in-class activities, lectures, and tutorials. Information covered in class will not be reviewed except for in special circumstances.

Absences of up to **2 classes** may be excused in circumstances such as illness or emergencies—please speak with the instructor as soon as possible in these instances. Please note that for each day of absence beyond the permissible limit, a deduction of **2%** from the total grade may be applied. It is essential to prioritize consistent attendance to maximize your learning and achieve the best possible results in your academic endeavors.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

