

DEPARTMENT OF FINE ARTS
COURSE OUTLINE - Winter 2025

DD1104 (A3): 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: David McGregor **PHONE:** 780 539-2770
OFFICE: C202 **E-MAIL:** dmcgregor@nwpolytech.ca
OFFICE HOURS: Tuesdays 1:30 - 2:30

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.

1-Sketchbook: This can be useful for brainstorming and sketching out ideas before you begin your digital work.

2-USB Drive: A USB drive is recommended for saving and transferring your files easily between the studio's computer and other devices or for backup purposes.

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 specific course transfer information. You may check to ensure the transferability of this course at Alberta Transfer Guide's main page <http://www.transferalberta.ca>

Students have the final responsibility for ensuring the transferability of courses taken at Alberta Colleges and Universities.

EVALUATIONS:

| | |
|---|-----|
| 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. 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:

January 6th to April 23rd, 2025

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 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.