

## DEPARTMENT OF FINE ARTS

### COURSE OUTLINE – Fall 2026

#### **DD1104 (A2): Digital Design I – 3 (3-0-1) 60 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 Ahi Andy  
**OFFICE:** C202  
**OFFICE HOURS:** Please contact me  
to make an appointment

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#### **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):** N/A

**COREQUISITE(S):** N/A

#### **REQUIRED MATERIALS:**

No textbook is required for this course. The primary project mediums will be digital. Software for digital projects, including Adobe Illustrator and Adobe Photoshop, will be available in the Media Lab (Room A312).

To help you stay organized and get the most out of your Digital Design I course, please bring the following items:

Sketchbook – For brainstorming, planning compositions, sketching concepts, and taking notes before beginning digital work.



Drawing Tablet (Recommended) – A pen tablet or display tablet is highly recommended for digital illustration, image editing, and creative projects in Adobe Photoshop and Illustrator. While not required, it can greatly improve precision and workflow.

USB Drive – Recommended for saving, backing up, and transferring project files between the classroom computers and your personal devices.

**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 the transferability of this course at the Alberta Transfer Guide main page <http://www.transferralberta.alberta.ca>.

**\*\* For courses with alpha (letter) grading, a 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:**

| Assignment                            | Value |
|---------------------------------------|-------|
| Assignment 1. Sequential Illustration | 15 %  |
| Assignment 2. Surreal Collage         | 15 %  |
| Assignment 3. Postage Stamp Design    | 15 %  |
| Assignment 4. Movie Poster Design     | 15 %  |
| Assignment 5. Label Design            | 20 %  |

|                            |      |
|----------------------------|------|
| Final Exam                 | 10 % |
| Participation & Discussion | 10 % |

## Evaluation Criteria

Students will be evaluated based on the following:

- Proficiency in effectively communicating ideas digitally.
- Creativity and technical understanding of relevant 2D design programs (Adobe Illustrator and Adobe Photoshop).
- Quality of project and assignment presentations, with an emphasis on artistic and inventive approaches.
- Active participation in class and meaningful contribution to a dynamic learning environment.

## Late Assignments

Deadlines must be met to avoid late penalties. Please allow sufficient time to complete, export, and submit your projects. Late submissions will be penalized as follows:

- 5% deduction within the first 24 hours after the deadline.
- 20% deduction for up to one week after the deadline (including weekends).
- 30% deduction for projects submitted more than one week late, up to two weeks past the deadline.
- Up to 50% deduction for projects submitted more than two weeks late, if received on or before the last day of class.

Please note that most institutions will not accept your course for transfer credit **IF** your grade is **less than C-**.

## Grading Chart for courses with Alpha Grading:

| 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:



| Week       | Topic                                                                                                                                         |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Thu Sep 03 | Course Introduction, understand course objectives                                                                                             |
| Tue Sep 08 | Introduction to Adobe, Illustrator basics, learn vector graphics, essential for drawing tools<br><b>Assignment 1. Sequential Illustration</b> |
| Thu Sep 10 | Lecture: Basic design principles, point and line<br>Understand paths, anchor points, pen and curve tools<br>Work on assignment 1              |
| Tue Sep 15 | Layers, Turn hand drawing into digital, Text to Vector Graphic tool<br>Work on assignment 1                                                   |
| Thu Sep 17 | Colouring in Illustrator<br>Work on assignment 1                                                                                              |
| Tue Sep 22 | Work on assignment 1                                                                                                                          |
| Thu Sep 24 | Assignment 1 due end of this class                                                                                                            |
| Tue Sep 29 | Photoshop basics, learn raster graphics, layers<br><b>Assignment 2. Surreal Collage</b>                                                       |
| Thu Oct 01 | Assignment 1 Critique Session<br>Selection tools, Adjustment layers, basic image editing                                                      |
| Tue Oct 06 | Work on assignment 2                                                                                                                          |
| Thu Oct 08 | Work on assignment 2                                                                                                                          |
| Tue Oct 13 | Assignment 2 due end of this class                                                                                                            |
| Thu Oct 15 | <b>Assignment 3. Postage Stamp Design</b><br>Basic shapes, colour gradients                                                                   |
| Tue Oct 20 | Assignment 2 Critique Session<br>Text and type tools                                                                                          |
| Thu Oct 22 | Work on assignment 3                                                                                                                          |
| Tue Oct 27 | Work on assignment 3                                                                                                                          |
| Thu Oct 29 | Assignment 3 due end of this class                                                                                                            |
| Tue Nov 03 | Assignment 3 Critique Session<br><b>Assignment 4. Movie Poster Design</b>                                                                     |
| Thu Nov 05 | Layer Mask and Filters<br>Work on assignment 4                                                                                                |

| Week       | Topic                                                                   |
|------------|-------------------------------------------------------------------------|
| Tue Nov 10 | Fall Break. No Class                                                    |
| Thu Nov 12 | Fall Break. No Class                                                    |
| Tue Nov 17 | Work on assignment 4                                                    |
| Thu Nov 19 | Assignment 4 due end of this class<br><b>Assignment 5. Label Design</b> |
| Tue Nov 24 | Assignment 4 Critique Session<br>Work on assignment 5                   |
| Thu Nov 26 | Work on assignment 5                                                    |
| Tue Dec 01 | Work on assignment 5                                                    |
| Thu Dec 03 | Assignment 5 due end of this class                                      |
| Tue Dec 08 | Final exam<br>Last chance to submit overdue assignments                 |

## STUDENT RESPONSIBILITIES:

Students are expected to dedicate a minimum of two hours outside of class each week to complete assignments and prepare for exams.

Regular attendance is required, as this course includes ongoing in-class activities, lectures, and tutorials. Information covered in class will not be repeated except under special circumstances.

Absences of up to two classes may be excused in cases such as illness or emergencies; students must notify the instructor as soon as possible in these situations. For each additional absence beyond this limit, a 2% deduction from the final grade may be applied. Consistent attendance is essential to support your learning, participation, and overall success in the course. Students who miss six or more classes may not be able to meet the course requirements and risk receiving a failing grade.

## 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 <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>.

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

## USE OF AI TOOLS IN THE LEARNING PROCESS:



AI is becoming an increasingly important part of the design industry, and we encourage you to approach it thoughtfully and responsibly throughout your studies. In this class we treat AI as a practical tool that can support your work, rather than a separate subject to study, with your own ideas and judgement always at the centre. You're welcome to use AI in your project work, for example to help with idea development, research, or production, as long as you're open about where and how you've used it. We place a strong emphasis on originality, critical thinking, and transparent use, so that AI supports your creativity rather than replacing it.

Note: Specific expectations, guidelines, and permitted uses of AI may vary between projects. The instructor will communicate the appropriate use of AI, including any project-specific requirements or limitations, as part of each assignment.