

## **VISUAL ARTS, FOUNDATION COURSE OUTLINE**

**Course Title:** DD 1180 Digital Imagery 2D I 3(1-0-2)  
**Dates:** Fall 2001  
**Class Time:** Tuesday and Thursday 2:30 – 4:00 p.m.  
**Class Location:** Design Studio 2

**Instructor:** Edward Bader  
**Office:** DS 128  
**Phone:** 539-2013  
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**Prerequisite:** No prerequisite

**Calendar Description:** Application of two-dimensional art elements applied to static digital media; drawing, mixed materials, image manipulation, colour and composition using appropriate software. This course is an introduction to the principles and techniques of digital media with an emphasis on visual design and creative image solutions.

**Course in Perspective:** This course is an introduction to the use of the computer in a fine arts context. The main application studied will be Adobe Photoshop 5.5 on the Macintosh platform which is the primary digital image manipulation program used to create graphics and art for use in print, the Internet and interactive multi-media. In addition, students will learn the basics of computer pixel theory and the fundamentals of working with “raster-bitmap” image graphics.

**Required Texts:** **Visual Quickstart Guide PHOTOSHOP 5.5 FOR WINDOWS & MACINTOSH**  
Elaine Weinmann and Peter Lourekas.  
Peachpit Press. 1999. Cost: \$29.95

**Assignments:** Students can expect to put in a minimum of 15 hours per week on out-of-class work. Assignments will be expected on the date required. Failure to complete projects on time for class critiques will effect the student’s final evaluation.

**Objectives:**

1. Learn the basic principles of two-dimensional design: line, shape, value, texture, colour, tone and composition.
2. Develop the visual and critical thinking skills pertaining to creating effective imagery.

3. Gain the necessary software skills and techniques for effective communication.

**Criteria for Evaluation:**

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. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and individual critiques.

**Assessment and Grading:**

Mid-term: 40% Grade based on assignments completed by **Thursday, October 19, 2001.**

Final: 40% Grade based on final portfolio by **Thursday, December 6, 2001.**

Exams: 10% Grade based on an average of exams throughout the term.

Involvement: 10% Grade based on participation, critique contributions, class attendance.

**Materials, Supplies:**

Estimated costs approximately \$60 for Zip Cartridges. It is highly recommended that you make back up copies of your work.

**NOTE: NO LATE ASSIGNMENTS WILL BE ACCEPTED UNLESS ACCOMPANIED BY A DOCTOR'S NOTE. LATE ASSIGNMENTS WILL RECEIVE A ZERO GRADE.**

More than 20% absenteeism from class will result in the student being asked to leave the class. Further, if students fail to complete and submit 85% of the grade requirements of the term mark, they will not be allowed to complete the course. In such a case, the student will automatically receive a failing grade of DB (debarred).

**Food and drink are not permitted in the computer lab! Students are responsible for clean up of the lab. Good Housekeeping is essential.**