GPRC

DEPARTMENT Fine Arts

COURSE OUTLINE – Fall 2021

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

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honoured to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land.

INSTRUCTOR:	Doug Wills	**PHONE:**	(780) 539 - 2447
OFFICE:	Art Studio B – 101A	**EMAIL:**	dwills@gprc.ab.ca
OFFICE HOURS:	Please email for appointment		

CALENDAR DESCRIPTION: A studio-based introduction to the conceptual and practical concerns of design. Two-dimensional design related studies.

PREREQUISITE(S)/COREQUISITE: None.

REQUIRED TEXT/RESOURCE MATERIALS: No textbook is required. Binder/folder for handouts. The auxiliary fee for this course will cover required printing in the lab. You MUST purchase some form of storage to back up your files. Recommended: Mac compatible external hard drive or flash drive. Minimum 16GB.

DELIVERY MODE(S): Lecture / Lab

COURSE OBJECTIVES:

1. Introduction to the fundamentals of the visual language i.e. line, shape, color, texture, static.

2. Introduction to the computer as a creative tool.

3. Introduction to the Macintosh computer platform and learn the basics of software using Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.

LEARNING OUTCOMES:

During this course, the student will be able to:

1. Exhibit a discovery of an on-going skill set in Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs using the Macintosh computer platform.

2. Import photographs, scan various materials, translate a drawing or photograph to create a vector

image, and print assignments.

3. Explain the principles of two-dimensional design and illustrate, through progressive implementation, how graphic design fits into the world of art.

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.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:

All projects/assignments are evaluated based on:

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. Participation grade is established by your level of enthusiasm, commitment, involvement and flexibility in both studio and individual/collective critiques.

Projects/Assignments (70%): 8 Projects at 12.5% each (4 before the midterm and 4 after the midterm), graded on an ongoing basis, for a total of 70% of your final grade. Projects will be evaluated against the stated objectives of each project, in addition to the level of creativity and technical knowledge demonstrated. Please note that overdue projects will be penalized 10% per day.

Quizzes (20%): 6 take home quizzes (3 before the mid-term and 3 after the mid-term) of equal value for a total of 20% of your final grade. Please note that these will not be repeated for individuals who are late/absent.

Participation (10%): 10% of the final grade is allocated to attendance and participation during class activities, discussions, and critiques.

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	90-100		C+	2.3	67-69
A	4.0	85-89		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/Activity**

TH Sep 2   Introduction to Design Fundamentals, expectations, requirements. In-class definition worksheet.

T Sep 7   Intro to Illustrator; hand out **Participation Project - Basic shapes**. Use of basic shapes to create iconographic designs. Complete Participation Project during class.

TH Sep 9   Continued exploration of Illustrator. Hand out **Assignment 1 – Compound / Complex Form**. Pen, pencil and brush tools.

T Sep 14   Continue work on Assignment 1.

TH Sep 16   Introduction to typography. Manipulating text and combining shapes. Hand out and begin **Assignment 2 – 27th Letter**.

T Sep 21   Continue work on Assignment 2.

TH Sep 23   Continue work on Assignment 2.

T Sep 28   Discuss Assignments 1 and 2. Advanced exploration of Illustrator. **Hand out Assignment 3 – Flower or insect**. Placement and reference to raster (photo) image in the creation of vector graphic using advanced tools available (gradient, gradient mesh).

TH Sep 30   Continue work on Assignment 3.

T Oct 5   Continue work on Assignment 3.

TH Oct 7   Advanced typography. Layout, alignment, justification. **Hand out Assignment 4 – Infographic OR App Store game or app layout**. Develop a large format design based on each student's research. This project will include text and icons. We will talk about both in class. You only have to choose one (1) to complete.

M Oct 11   MONDAY OCTOBER 11 is Thanksgiving. NO CLASSES

T Oct 12   FALL BREAK. NO CLASSES

To

F Oct 15

T Oct 19   Continue work on Assignment 4.

TH Oct 21   Continue work on Assignment 4.

T Oct 26   MIDTERM: Submit Assignments 1, 2, 3, and 4 no later than this date.

Discuss Assignment 3 and 4. Introduction to Photoshop. Importing photograph as reference, using brushes, defining colour palette, use of basic tools to edit images. Hand out **Assignment 5 – Self Portrait**.

TH Oct 28	Continue work on Assignment 5.
T Nov 2	Continue work on Assignment 5.
TH Nov 4	**Assignment 6 - Type Pattern in Photoshop**. Introduction to using and manipulating type, filters, layer styles to create a type pattern / design.
T Nov 9	Continue work on Assignment 6.
TH Nov 11	REMEMBERANCE DAY. NO CLASSES
T Nov 16	Continue work on Assignment 6.
TH Nov 18	Hand out **Assignment 7 – Modified Hybrid Images.** Advanced Photoshop. Selecting, layer masks, transforming, colour adjustments.
T Nov 23	Continue work on Assignment 7.
TH Nov 25	Continue work on Assignment 7.
T Nov 30	Hand out **Assignment 8 – Surreal Collage**.
TH Dec 2	Continue work on Assignment 8.
T Dec 7	Continue work on Assignment 8.
TH Dec 9	Continue work on Assignment 8. LAST DAY OF CLASSES / ALL ASSIGNMENTS STARTED AFTER MIDTERM ARE DUE (5, 6, 7, and 8).

STUDENT RESPONSIBILITIES:
- Please notify the instructor of illness or absence prior to class.
- Students are expected to invest a minimum of 3 hours outside of class time on assignments and preparing for quizzes.

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 Calendar at http://www.gprc.ab.ca/programs/calendar/ or the College Policy on Student Misconduct: Plagiarism and Cheating at https://www.gprc.ab.ca/about/administration/policies

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

Additional Information:
If you are not feeling unwell, have been diagnosed with a positive Covid-19 test, please stay home until you are feeling better.