



DEPARTMENT OF FINE ARTS
COURSE OUTLINE – DD1380 A2 FALL 2010
Design Fundamentals 1

INSTRUCTOR: Edward Bader **PHONE:** 539-2013
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OFFICE HOURS: Tuesday and Thursday 12:30 to 1:30 pm.

PREREQUISITE(S)/COREQUISITE: Basic computer literacy skills are essential.

REQUIRED TEXT/RESOURCE MATERIALS:

Photoshop CS5 (Visual QuickStart Guide), Elaine Weinmann Cost: \$41.99

Illustrator CS5 (Visual QuickStart Guide), Elaine Weinmann Cost: \$41.99

Flash CS5 (Visual QuickStart Guide), Katherine Ulrich Cost: \$41.99

Flash Card to store digital files: \$75.00.

Digital Lab Printing Costs: \$45.00.

Inkjet or Photo Quality Printing Paper.

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

CREDIT/CONTACT HOURS: 90 Hours

DELIVERY MODE(S): Lecture/Lab

OBJECTIVES:

1. Introduction to the fundamentals of the visual language i.e. line, shape, color, texture, static and time-based composition in two, three and kinetic dimensions.

2. Introduction into the computer as a creative tool to be used in conjunction with traditional drawing and painting media.
3. Introduction to the MacIntosh computer platform and learn the basics of software using Raster (Adobe Photoshop), Vector Drawing (Adobe Illustrator) and Web Animation (Adobe Flash) programs.
4. Learn how to import photographs, scan various materials, print assignments and animations.

TRANSFERABILITY:

UA, AU, KUC

** 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.

GRADING CRITERIA:

1. The level of creativity demonstrated.
2. The degree of knowledge and understanding of the elements and principles of this 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.

EXAMINATIONS:

Mid-term Portfolio: 35% Grade based on assignments completed by **Oct. 28th, 2010.**

Final Portfolio: 35% Grade based on assignments completed by **Dec. 7th, 2010.**

Quizzes: 10% Grade based on short quizzes on textbook/lectures & demos.

Worksheets: 10% Grade based on worksheets related to assigned readings from textbook.

Involvement: 10% Grade based on participation.

STUDENT RESPONSIBILITIES:

If you decide to pursue a career in graphic design be forewarned that **the industry is deadline driven. Therefore NO LATE ASSIGNMENTS WILL BE ACCEPTED** unless accompanied by a doctor's note. **Late assignments will lose 10% for each day late.** Failure to complete projects on time for class critiques will effect the student's final evaluation.

More than 20% absenteeism may constitute a failure except for medical or extenuating circumstances in which case a doctor's letter may be required.

Students are expected to be ready to begin work in the class with appropriate materials.

No IPOD or MP3 players allowed in the classroom. All cell phones must be turned off. Failure to do so will result in you being asked to leave the class.

Checking personal email or surfing the web for materials unrelated to course content will result in student being asked to leave the class.

STATEMENT ON PLAGIARISM AND CHEATING:

Please refer to pages 49-50 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Mid-term Portfolio: **Oct. 28th, 2010.**

Final Portfolio: **Dec. 7th, 2010.**