NORTHWESTERN POLYTECHNIC

DEPARTMENT Fine Arts

COURSE OUTLINE – Fall 2023

DD1380 (A2): Design Fundamentals – 90 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   **PHONE:** 780-539-2813
OFFICE: L207B   **E-MAIL:** MAhiandy@NWPolytech.ca
OFFICE HOURS: **CLASS HOURS:** Tuesday - Thursday 18:00 -20:50
Please make an appointment for all in-person
office consultation/meetings.

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

PREREQUISITE(S)/COREQUISITE: None.
Notes: DD1380 is a prerequisite course for all 2000-level DD visual courses Transfer: Refer to the Transfer Alberta website for up-to-date information.

REQUIRED TEXT/RESOURCE MATERIALS: There is no textbook for this course. This class will take place in the Arts Media Lab (Room: L207B). Project mediums are mainly digital. Software for digital projects, Adobe Illustrator and Adobe Photoshop, will be available in the Arts Media Lab.

DELIVERY MODE(S): Lecture/Lab

COURSE OBJECTIVES:
This course explores the potentials of digitally designed creative contents, Two-dimensional design, as contemporary art mediums. It is an introduction to the conceptual and practical aspects of design. Through the development of various lectures, assignments, projects, and exercises, this course will explore the use of the digital programs as a mean for art students to create and develop ideas.

1. Introduction to the fundamentals of the visual language i.e. line, shape, color, texture.
2. Introduction to the computer as a creative tool.
3. Introduction to the basics of software using Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.

LEARNING OUTCOMES:

By the completion of this course, students will be expected to:

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

2. Develop proficiency in:
   - Explaining the principles of two-dimensional design
   - Introductory Vector drawing /Image editing
   - Personal expression through brainstorming, and/or formal aesthetic potentials
   - Visual poetics and abstract thinking

3. Import photographs, scan various materials, translate a drawing or photograph to create a vector image, and print assignments.

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:

Assignments will be graded on:

1. How well the student is able to communicate ideas digitally
2. The level of creativity and technical understanding of the programs, clarity in the final design, and the conceptual integrity of the final work
3. Creative presentation of the projects/assignments
4. Participation and contribution to the creation of a dynamic learning environment

Assignment 1: Sequential illustration	10%
Assignment 2: Package design	10%
Assignment 3: Infographic poster	10%
Assignment 4: Animal-human hybrid	10%
Assignment 5: Advertising poster	10%
Assignment 6: Surreal montage	10%
In-class exercise 1: Icons & signs	5%
In-class exercise 3: Collage juxtaposition	5%
In-class Quiz 1	10%
In-class Quiz 2	10%
Participation/Attendance	10%

Late Assignments:

Deadlines must be met to avoid late penalties – please allow ample time to finish, export and submit your projects. If students are unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided. 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: (The following criteria may be changed to suite the particular course/instructor)

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:

Class	Day	Date	Topic	To do:
1	Tue	Sep 5	Introduction to the course	
2	Thu	Sep 7	Illustrator exploration series 1: Get to know Illustrator Hand out **Assignment 1: Sequential illustration**	
3	Tue	Sep 12	Illustrator exploration series 2: Essential for drawing tools Lecture 1: Point and Line Working on assignment 1	
4	Thu	Sep 14	Illustrator exploration series 3: Turn hand drawing into digital illustration Working on assignment 1	
5	Tue	Sep 19	Working on assignment 1	
6	Thu	Sep 21	Working on assignment 1 Hand out **Assignment 2: Package design**	**DUE TODAY:** *Assignment 1*
7	Tue	Sep 26	Lecture 2: Shapes Illustrator exploration series 4: Create and edit shapes **In-class exercise 1: Icons & signs**	
8	Thu	Sep 28	Illustrator exploration series 5: colour swatches and gradients Discussing assignment 1 Working on assignment 2	
9	Tue	Oct 3	Lecture 3: Typography Illustrator exploration series 6: Text and type tools Working on assignment 2	
10	Thu	Oct 5	Working on assignment 2 Hand out **Assignment 3: Infographic poster**	**DUE TODAY:** *Assignment 2*
11	Tue	Oct 10	Lecture 4: Infographic design Illustrator exploration series 7: Export and share artwork	

12	Thu	Oct 12	Discussing assignment 2 Working on assignment 3	
13	Tue	Oct 17	**Quiz 1 (in-class)**	
12	Thu	Oct 19	Working on assignment 3	**DUE TODAY:** *Assignment 3*
13	Tue	Oct 24	Photoshop exploration series 1: Get to know Photoshop, Simple selection Hand out **Assignment 4: Animal-human hybrid**	
14	Thu	Oct 26	Photoshop exploration series 2: Work with layers **In-class exercise 2: Collage juxtaposition** Working on assignment 4	
15	Tue	Oct 31	Discussing assignment 3 Photoshop exploration series 3: Photo editing with layer masks Working on assignment 4	
16	Thu	Nov 2	Photoshop exploration series 4: Adjustment layer, blend modes Working on assignment 4	
17	Tue	Nov 7	Working on assignment 4 Hand out **Assignment 5: Advertising poster**	**DUE TODAY:** *Assignment 4*
18	Thu	Nov 9	Lecture 5: Gestalt rules Working on assignment 5	
19	Tue	Nov 14	Fall Break. No Classes	
20	Thu	Nov 16	Fall Break. No Classes	
21	Tue	Nov 21	Photoshop exploration series 5: text, smart object Discussing assignment 4 Working on assignment 5	
22	Thu	Nov 23	Photoshop exploration series 6: Filters and effects Working on assignment 5	
23	Tue	Nov 28	Working on assignment 5 Hand out **Assignment 6: Surreal montage**	**DUE TODAY:** *Assignment 5*
24	Thu	Nov 30	Working on assignment 6	
25	Tue	Dec 5	Discussing assignment 5 Working on assignment 6	
26	Thu	Dec 7	**Quiz 2 (in-class)**	
27	Tue	Dec 12	Working on assignment 6 Last day of class	**DUE TODAY:** *Assignment 6*

STUDENT RESPONSIBILITIES:

Students are expected to invest a minimum of **3 hours** outside of class time on assignments and preparing for quizzes.

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 **3 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 **1%** 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 Northwestern Polytechnic Calendar at https://www.nwpolytech.ca/programs/calendar/ or the Student Rights and Responsibilities policy which can be found at https://www.nwpolytech.ca/about/administration/policies/index.html.

**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.