



DEPARTMENT OF FINE ARTS

COURSE OUTLINE – DD 1380 - Design Fundamentals 3 A3(0-6-0) UT
Winter 2012 January 5 – April 26
Tuesday and Thursday, 6:00 p.m. to 8:50 p.m. Digital lab L207a

INSTRUCTOR: Edward Bader **PHONE:** 780-539-2013
OFFICE: L217 **E-MAIL:** ebader@gprc.ab.ca

OFFICE HOURS: Tuesday and Thursdays: 11:00 a.m. to 12:00 a.m. by appointment.

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

RECOMMENDED TEXT BOOKS:

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

RESOURCE MATERIALS:

Flash Card to store digital files: \$75.00
Inkjet or Photo Quality Printing Paper as needed.

CALENDAR DESCRIPTION:

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

CREDIT/CONTACT HOURS: 3(0-0-3) 90 Hours

Students can expect to put in a minimum of 4 hours per week on out-of-class work.

DELIVERY MODE(S): Lecture/Lab

OBJECTIVES/LEARNING OUTCOMES:

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:

ASSESSMENT AND GRADING:

Assignments: 70%:

Mid-term: Grade based on assignments completed by **March 1st, 2012.**

Final: Grade based on final portfolio by **April 26th, 2012.**

Worksheets: 10% Based on an average of worksheets during the term.

Quizzes: 10% Grade based on an average of quizzes throughout the term.

Involvement: 10% Based upon participation, critique contributions, class attendance.

Criteria for Evaluation:

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.

STUDENT RESPONSIBILITIES:

You are expected to arrive on time and remain for duration of class and related activities. See GPRC Admissions Guide 2011-12 p. 49.

ELECTRONIC DEVICES IN THE CLASSROOM:

No IPOD or MP3 players allowed with put permission!!!! You must have your own headphones to listen to music during work periods.

All cell phones must be turned off. Failure to do so will result in you being asked to leave the class.

STATEMENT ON PLAGIARISM AND CHEATING:

Please refer to page 50 of GPRC Admissions Guide 2011-12 regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline