



DEPARTMENT Fine Arts

COURSE OUTLINE – Winter 2024

DD1380 (A3): Design Fundamentals – 90 Hours for 14 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

OFFICE: L207B

OFFICE HOURS:

Please make an appointment for all in-person office consultation/meetings.

PHONE: 780-539-2813

E-MAIL: MAhiandy@NWPolytech.ca

CLASS HOURS: Tuesday - Thursday 18:00 -20:50

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.transferralberta.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: Linear art	10%
Assignment 2: Sequential illustration	10%
Assignment 3: Typographic design	10%
Assignment 4: Infographic poster	10%
Assignment 5: Personality collage	10%
Assignment 6: Animal-human hybrid	10%
Assignment 7: Package Product	10%
Assignment 8: App design	10%
In-class Quiz 1	5%
In-class Quiz 2	5%
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	Jan 9	Introduction to the course	
2	Thu	Jan 11	Illustrator exploration series 1 Hand out Assignment 1: Linear art	
3	Tue	Jan 16	Illustrator exploration series 2 Working on assignment 1	
4	Thu	Jan 18	Illustrator exploration series 3 Lecture 1: Point and Line Working on assignment 1	
5	Tue	Jan 23	Working on assignment 1 Hand out Assignment 2: Sequential illustration	DUE TODAY: <i>Assignment 1</i>
6	Thu	Jan 25	Illustrator exploration series 4 Lecture 2: Shapes Working on assignment 2	
7	Tue	Jan 30	Illustrator exploration series 5	
8	Thu	Feb 1	Working on assignment 2 Hand out Assignment 3: Typographic design	DUE TODAY: <i>Assignment 2</i>
9	Tue	Feb 6	Lecture 3: Typography Illustrator exploration series 6 Working on assignment 3	
10	Thu	Feb 8	Working on assignment 3	
11	Tue	Feb 13	Working on assignment 3 Hand out Assignment 4: Infographic poster	DUE TODAY: <i>Assignment 3</i>

12	Thu	Feb 15	Lecture 4: Infographic design Illustrator exploration series 7	
13	Tue	Feb 20	Winter Break. No Classes	
14	Thu	Feb 22	Winter Break. No Classes	
15	Tue	Feb 27	Working on assignment 4 Quiz 1 (in-class)	
16	Thu	Feb 29	Working on assignment 4 Hand out Assignment 5: Personality Collage	DUE TODAY: <i>Assignment 4</i>
17	Tue	Mar 5	Photoshop exploration series 1 Working on assignment 5	
18	Thu	Mar 7	Photoshop exploration series 2 Working on assignment 5	
19	Tue	Mar 12	Working on assignment 5 Hand out Assignment 6: Animal-human hybrid	DUE TODAY: <i>Assignment 5</i>
20	Thu	Mar 14	Photoshop exploration series 3 Working on assignment 6	
21	Tue	Mar 19	Photoshop exploration series 4 Working on assignment 6	
22	Thu	Mar 21	Working on assignment 6 Hand out Assignment 7: Package Product	DUE TODAY: <i>Assignment 6</i>
23	Tue	Mar 26	Lecture 5: Color Photoshop exploration series 5 Working on assignment 7	
24	Thu	Mar 28	Photoshop exploration series 6 Working on assignment 7	
25	Tue	Apr 2	Working on assignment 7 Hand out Assignment 8: App design	DUE TODAY: <i>Assignment 7</i>
26	Thu	Apr 4	Lecture 6: Gestalt rules Photoshop exploration series 7 Working on assignment 8	
27	Tue	Apr 9	Working on assignment 8 Quiz 2 (in-class)	
28	Thu	Apr 11	Working on assignment 8	DUE TODAY: <i>Assignment 8</i>

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.