

Course: DD 1380 Design Fundamentals 3 (2-0-4) UT
Session: Fall 2009
Monday and Wednesday, 2:30pm - 5:20pm (Except holidays)
Credit/Hours: 90 hours Delivery: Studio
Transfer: University of Alberta
Athabasca University
Augustana Faculty, University of Alberta
King's University College

Expect to have a portfolio of works when applying for transfer.
— *Double Check University Transfer Guide*

Pre/corequisite: Basic computer literacy skills are essential

Instructor: David Botta
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Calendar Description: DD 1380 is an introduction to visual design using digital media. It is a studio course based in a computer lab. The student will use the Adobe Creative Suite 3 (CS3) tools Photoshop, Illustrator, and Flash to execute assignments that demonstrate visual design.

Course Content:

- Introduction to an audience-oriented employment of visual design concepts (including: framing, gestalt, line/color/shape, balance, repetition, contrast, and metaphor) . The student will distinguish and use these concepts in the design of their assignments, and describe, explain, and defend them in group discussions.
- Introduction to three popular tools for visual design: Photoshop for *raster* images, Illustrator for *vector* images, and Flash for motion images. The student will practice and complete exercises, which entails that they identify and use the available tools.

Evaluation: **CRITERIA FOR EVALUATION**

- Standard of work achieved
- Attendance
- Ability to fulfill assignment objectives
- Openness to instruction
- Time spent additional to class hours

- Participation in discussions and critiques
- Timely completion of assignments (inside and outside of class)
- Progress achieved overall
- Attitude towards fellow students, staff, course work and deadlines

ASSESSMENT AND GRADING

- Static image assignment: 30%
- Motion image assignment: 30%
- Exercises: 30%
- Participation: 10%

Late assignments lose 10% per day.

Timeline:	The exercises are due within the week that they are introduced. The static image assignment will be due by end of class on Oct 14; the motion image assignment will be due by end of class on Dec 7.
Required Materials:	<ul style="list-style-type: none"> • Flash card to store digital files: \$75.00 • Inkjet or photo quality printing paper • Drawing and painting materials as needed
Textbooks:	<ul style="list-style-type: none"> • <i>Photoshop CS3 (Visual QuickStart Guide)</i>, by Elaine Weinmann. Cost: \$34.95 • <i>Illustrator CS3 (Visual QuickStart Guide)</i>, by Elaine Weinmann. Cost: \$34.95 • <i>Flash CS3 (Visual QuickStart Guide)</i>, by Katherine Ulrich. Cost: \$34.95
Attendance:	More than 20% absenteeism may constitute a failure except for medical or extenuating circumstances, in which case a doctor's letter may be required.
Plagiarism:	Plagiarism is cheating. The instructor reserves the right to use electronic plagiarism detection services. See P. 33-43 of the Calendar for more details, and for explanation of many other policies and regulations.
Reviewed:	Created on Aug 24 2009.