



DEPARTMENT OF FINE ARTS DEPARTMENT
COURSE OUTLINE – AR1380 DESIGN FUNDAMENTALS/E3

INSTRUCTOR: Doug Wills
OFFICE: n/a

PHONE: please use email
E-MAIL: define@telus.net

OFFICE HOURS: By appointment

PREREQUISITE(S)/COREQUISITE: Basic computer literacy skills

REQUIRED TEXT/RESOURCE MATERIALS:

No textbook is required, although you may be asked to photocopy reserve material at the library.

Binder for handouts and photocopies.

The auxiliary fee for this course will cover required printing in the lab.

You **MUST** purchase some form of storage to back up your files.
Recommended: Mac compatible external hard drive or flash drive. Minimum 64GB.

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 3 (3-0-3)

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.
2. Introduction into the computer as a creative tool.

3. Introduction to the Macintosh computer platform and learn the basics of software using Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.

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:

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

GRADING CRITERIA:

Assignments

1. Projects will be graded on an ongoing basis, and will be worth 70% of the final mark. Assignments will be evaluated against the stated objectives of each project, in addition to the level of creativity and technical knowledge demonstrated. *Overdue assignments will be penalized 10% per day.
2. Quizzes, in class assignments: 20% *please note that these will not be repeated for individuals who are late/absent.
3. Participation; 10% of the final mark is allocated to attendance and participation during class activities, discussions, and critiques.

CRITERIA FOR EVALUATION:

1. The level of creativity and craftsmanship demonstrated.
2. The degree of knowledge and understanding of the elements and principles of this particular studio discipline.
3. Portfolio presentations will be required throughout the duration of this course.
4. Participation grade is established by your level of enthusiasm, commitment, involvement and flexibility in both studio and individual/collective critiques.

EVALUATIONS:

There are no examinations in this course.

STUDENT RESPONSIBILITIES:

Please notify the instructor of illness or absence prior to class.

It is **YOUR RESPONSIBILITY** to obtain handouts, lecture notes and assignments from classmates when you are absent. The instructor will not repeat lectures for latecomers.

Three late arrivals constitute one absence.

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

EQUIPMENT AND LAB USE

Cameras and tripods: Students are responsible for all equipment while it is signed out. Damage, loss or late return of equipment may result in limited access for the remainder of the term. Students are responsible for costs associated with replacing lost or damaged equipment.

Computers and printers are available for student use in the digital lab. Students are asked to treat equipment with care, keep the lab clean, and respect other lab users by maintaining a quiet and clean workspace.

PREPARATION AND PLANNING

Assignments will be introduced in advance in order to allow students to collect images etc. and develop concepts. Students are expected to arrive to class prepared.

ELECTRONIC COMMUNICATION DEVICES/ SOCIAL MEDIA

All cell phones, Blackberries, and other communication devices should be turned off before class. Exceptions are made for parental responsibilities or emergency situations. Social media (facebook, skype, etc) are not to be used during class time.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page.

COURSE SCHEDULE/TENTATIVE TIMELINE:

January 8, 2013 – April 16, 2013

Monday, Wednesday 18:00 –20:50

Studio based activities in addition to homework assignments to be determined by the instructor.