



**DEPARTMENT OF FINE ARTS**  
**COURSE OUTLINE – DD1380**  
**Design Fundamentals 3**

**INSTRUCTOR:** Edward Bader      **PHONE:** 780-539-2013  
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**OFFICE**

**HOURS:** Monday and Wednesdays: 9:00 a.m. to 10:00 a.m.

**PREREQUISITE(S)/COREQUISITE:**

Basic computer literacy skills are essential.

**REQUIRED TEXT:**

**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

**MATERIALS:**

Flash Card to store digital files: \$75.00

Inkjet or Photo Quality Printing Paper, Drawing and Painting materials 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

**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:**

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.

## **EXAMINATIONS:**

Mid-term: 40% Grade based on assignments completed by **October 14<sup>th</sup>, 2011.**

Final: 40% Grade based on final portfolio by **December 7<sup>th</sup>, 2011.**

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

Involvement: 10% Grade based on participation, critique contributions, class attendance.

## **STUDENT RESPONSIBILITIES:**

Students are expected to set up work prior to class commencing, so that lectures and demonstrations can proceed uninterrupted. These will not be repeated for latecomers. Many students will be using the digital studio, so it is important to maintain care in setting up and cleaning of the space you use, and to exhibit consideration towards workspace, materials and other students.

If there is any doubt as to the safety of the work being undertaken while the instructor is absent the students will consult with the technician before continuing the work.

## Electronic Devices in Classroom:

No IPOD or MP3 players allowed in the classroom. All cell phones must be turned off. Failure to do so will result in you being asked to leave the class.

Checking personal email or surfing the web for materials unrelated to course content will result in student being asked to leave the class.

## STATEMENT ON PLAGIARISM AND CHEATING:

Please refer to pages 49-50 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

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