



**DEPARTMENT OF FINE ARTS**

**COURSE OUTLINE - DD 1380 - DESIGN FUNDAMENTALS 3 A2**

**FALL 2014 SEPTEMBER 4 – DECEMBER 9**

**TUESDAY AND THURSDAY, 2:30 P.M. TO 5:20 P.M. DIGITAL LAB L207B**

**INSTRUCTOR:** Edward Bader

**PHONE:** 780-539-2013

**OFFICE:** L217

**E-MAIL:** ebader@gprc.ab.ca

**OFFICE HOURS:** Tuesday and Thursdays: 1:00 -2:00 p.m. By appointment

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

**RECOMMENDED TEXTBOOKS:**

Photoshop CS6 (Visual QuickStart Guide), Elaine Weinmann

Illustrator CS6 (Visual QuickStart Guide), Elaine Weinmann

Flash CS6 (Visual QuickStart Guide), Katherine Ulrich

**SUPPLIES:** UBS Flash Drive to store digital files

**CALENDAR DESCRIPTION:** A studio based introduction to the conceptual and practical concerns of design. Two and three-dimensional design related studies.

**CREDIT/CONTACT HOURS: (2-0-4) UT** 15 weeks, 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 Animation (Adobe Flash) programs.
4. Learn how to import photographs, scan various materials, print assignments and animations.

**TRANSFERABILITY:** University of Alberta , Athabasca University, Augustana Faculty, University of Alberta, King's University College \* , University of Lethbridge.

\* An asterisk (\*) beside any transfer institution indicates important transfer information. Consult the Alberta Transfer Guide.

\*\* **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:**

### **Assignments: 70%:**

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.**

Mid-term: Grade based on assignments completed by **October 23<sup>rd</sup>, 2014.**

Final: Grade based on final portfolio by **December 9<sup>th</sup>, 2014.**

### **Quizzes: 20%**

Grade based on an average of quizzes throughout the term. Content of quizzes based upon lectures. **\*please note that these will not be repeated for individuals who are late/absent.**

### **Involvement: 10%**

Based upon participation, critique contributions, and class attendance.

<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>

**EVALUATION 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.

**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.

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.

### **ELECTRONIC DEVICES IN THE CLASSROOM:**

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. All cell phones must be turned off and stored away from view. ***Students found checking messages or texting in class will be asked to leave.***

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

### **STATEMENT ON PLAGIARISM AND CHEATING:**

Refer to the College Policy on Student Misconduct: Plagiarism and Cheating at

[https://www.gprc.ab.ca/files/forms\\_documents/Student\\_Misconduct.pdf](https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf)

\*\*Note: all Academic and Administrative policies are available at

<https://www.gprc.ab.ca/about/administration/policies/>

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

### **COURSE SCHEDULE/TENTATIVE TIMELINE:**

**September 4 to October 9:** Photoshop Unit

**October 14 to November 6:** Illustrator Unit

**November 13 to December 9:** Flash Unit