GPRC

DEPARTMENT OF FINE Arts
COURSE OUTLINE – 2260 A2 FALL 2010
Static Media Vector

INSTRUCTOR:	Edward Bader	**PHONE:**	539-2013
OFFICE:	L217	**E-MAIL:**	ebader@gprc.ab.ca

OFFICE HOURS: Tuesday and Thursday 12:30 to 1:30 pm.

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

REQUIRED TEXT/RESOURCE MATERIALS:

InDesign CS5 for Macintosh and Windows: Visual QuickStart Guide, Sandee Cohen, Peachpit Press. Cost: $41.99

Graphic Design History: A Critical Guide, Johanna Drucker and Emily Varish. Prentice Hall. Cost: $70.00

Flash Card to store digital files: $75.00.

Digital Lab Printing Costs: $45.00.

Inkjet or Photo Quality Printing Paper.

RECOMMENDED TEXTS:

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

CALENDAR DESCRIPTION: Application of two-dimensional art elements applied to Digital Media: drawing, image manipulation, colour, composition and typography, using appropriate current software.

CREDIT/CONTACT HOURS: 90 Hours

DELIVERY MODE(S): Lecture/Lab

OBJECTIVES:

DD2260 is an **introductory** course to the theoretical aspects of graphic design. This course will focus on design principles as related to typography, graphic design including the placement of text, images and the use of color as an effective means of visual communication. This course will also examine the history of 20th century graphic design.

This class is not about learning how to use software packages, although students can expect to gain a 'hands on' familiarity with a number of key software applications. Instead the course's purpose is to challenge and stimulate your creative thinking as an aspiring designer.

1. Learn and be able to articulate in visual, verbal and written form the basic principles of two-dimensional design: line, shape, value, texture, color, tone   and composition as applied to graphic design.

2. Examine and explore the use of text and imagery as a means of visual communication.

3. Develop the basic computer skills and techniques applicable to page layout programs.

4. Learn basic Pre-press skills and requirements.

TRANSFERABILITY: UA*, UL, AU, AF*, Other

** 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: 35% Grade based on assignments completed by **Oct. 28th, 2010.**
Final: 35% Grade based on assignments completed by **December 7th , 2010.**
Quizzes: 10% Grade based on short quizzes on textbook/lectures & demos.
Worksheets: 10% Grade based on worksheets related to assigned readings from textbook.

Involvement: 10% Grade based on participation.

STUDENT RESPONSIBILITIES:

If you decide to pursue a career in graphic design be forewarned that **the industry is deadline driven. Therefore NO LATE ASSIGNMENTS WILL BE ACCEPTED** unless accompanied by a doctor's note**. Late assignments will lose 10% for each day late.** Failure to complete projects on time for class critiques will effect the student's final evaluation.

More than 20% absenteeism may constitute a failure except for medical or extenuating circumstances in which case a doctor's letter may be required.

Students are expected to be ready to begin work in the class with appropriate materials.

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.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Mid-term Portfolio: **Oct. 28th, 2010.**

Final Portfolio: **Dec. 7th, 2010.**