

DD 2260 Static Media - Vector

Session: **A23**

Credit/Hours: **3/90** Delivery Mode: Lecture/Lab

Transfer: **UT:** UA*, UC, AU, AUC

Pre/corequisite: DD 1190, and AR 1370 or AR 2430

Instructor: Doug Wills
Email: dwills@gprc.ab.ca
Phone: 532.8111 (The Prairie Art Gallery)
Office: n/a

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

Course Content:	<p>Using the vector-based Adobe Illustrator 10 students will explore, design, and create assignments for presentation on paper as well as construct 3-dimensional pieces.</p> <p>The course will focus on design for print media and there will be discussions and presentations on topics including: software instruction; theories & history of design and typography; semantics (meaning of words); colour theory; and semiotics (meaning of signs & symbols).</p>
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Evaluation: Mid-term: 45% Grade based on assignments and worksheets completed by midterm.
Final: 45% Grade based on assignments and worksheets from midterm to the end of the semester.
Involvement: 10% Grade based on participation, critique contributions, class attendance.

Timeline: Monday evenings: 18:00 to 20:50 (6 PM – 8:50 PM); Fall & Winter semester

Required Materials: Sketchbook, Drawing tools (pencils, pens), Ten+ CD-Rs, paper for printing (as per assignment requirements).

Additional Costs: Wacom Intuos3 4x5 Graphic Tablet (recommended if you plan to continue in design)- \$319
Or
Wacom Graphire3 mouse, digitizer, stylus - \$140
(Either is available at London Drugs who are offering GPRC students a 10% discount)
If you already have your own tablet, you are welcome to utilize it in class.

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. 40-50 of the Calendar for more details, and for explanation of many other policies and regulations.

Reviewed: N/A