

VISUAL ARTS, DIGITAL DESIGN COURSE OUTLINE

Course Title: DD 2260 Static Media, Vector 3(2-0-4)
Dates: Fall 2001
Class Time: Tuesday and Thursday 8:30 – 11:00 a.m.
Class Location: Design Studio 2

Instructor: Edward Bader
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Prerequisite: DD 1190, and AR 1370 or AR 2430

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

Course in Perspective: DD 2260 is an introductory course to graphic design focusing on basic design, and pre-press concepts as related to the print industry. This course will focus on design principles as related to typography, graphic design including the placement of text, images, and the use of colour as an effective means of visual communication. This course will also examine the history of 20th century graphic design. The applications used in this course will be Adobe Illustrator, Adobe Photoshop and quark Xpress.

Required Texts: **Teach Yourself Illustrator 8 in 24 Hours**, Mordy Golding, SAMS Publishing, 1999. Cost \$28.95

Using QuarkXPress 4, Kelly Anton, Rochelle Barnhart, and David Grey.

QUE Publishing, Indianapolis, Indiana, 1998. Cost \$45.00.

Assignments: Students can expect to put in a minimum of 15 hours per week on out-of-class work. Assignments will be expected on the date required. Failure to complete projects on time for class critiques will effect the student's final evaluation.

Objectives:

1. Learn the basic principles of two-dimensional design: line, shape, value, texture, colour, tone and composition.
2. Examine and explore the use of interactive multi-media as a means of visual communication.

3. Develop the basic computer skills and techniques applicable to web authoring programs.
4. Learn the principles of Web page designs with consideration for bandwidth.

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. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and individual critiques.

Assessment and Grading:

Mid-term: 40% Grade based on assignments completed by **Thursday, October 19, 2001.**

Final: 40% Grade based on final portfolio by **Thursday, December 6, 2001.**

Exams: 10% Grade based on an average of exams throughout the term.

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

Materials, Supplies:

Estimated costs approximately \$60 for Zip cartridges. It is highly recommended that you make back up copies of your work.

Note: NO LATE ASSIGNMENTS WILL BE ACCEPTED UNLESS ACCOMPANIED BY A DOCTOR'S NOTE. LATE ASSIGNMENTS WILL RECEIVE A ZERO GRADE.

More than 20% absenteeism from class will result in the student being asked to leave the class. Further, if students fail to complete and submit 85% of the grade requirements of the term mark they will not be allowed to complete the course. In such a case, the student will automatically receive a failing grade of DB (debarred).