

**DIGITAL DESIGN: SECOND YEAR**

**Course Title:** DD2260 A2 3(2-0-4) UT  
**Dates:** Fall 2002  
**Class Time:** Tuesday and Thursday 10:00 a.m. – 12:50 p.m.  
**Class Location:** Design Studio 2

**Instructor:** Edward Bader  
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**Prerequisite:** DD1190, AR1370 or AR2430.

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

**Course in perspective:** DD2260 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 color as an effective means of visual communication. This course will also examine the history of 20<sup>th</sup> century graphic design. This class is not simply about learning how to use software packages, although students can expect to gain a 'hands on' familiarity with a number of key software applications: Adobe Illustrator, Adobe PhotoShop and Quark Xpress.

**Required Texts:** **Visual Quickstart Guide ILLUSTRATOR 10 FOR WINDOWS & MACINTOSH**, Elaine Weinmann and Peter Lourekas. Peachpit Press, 1999. Cost: \$29.95

**Using QuarkXPress 4**, Kelly Anton, Rochelle Barnhart, and David Grey.  
QUE Publishing, Indianapolis, Indiana, 1998. . Cost: \$45.00

**Assignments:** As the intention of this class is to prepare you for a career in graphic design be fore-warned that **the workload is very**

**heavy and deadline driven.** 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, **NO LATE ASSIGNMENTS WILL BE ACCEPTED** unless accompanied by a doctor's note. Failure to complete projects on time for class critiques will effect the student's final evaluation.

- Objectives:**
1. Learn and be able to articulate verbally the basic principles of two-dimensional design: line, shape, value, texture, color tone and composition as they apply to graphic design.
  2. Examine and explore the use of text and imagery as a means visual communication.
  3. Develop the basic computer skills and techniques applicable page layout programs.
  4. Learn Pre-press skills and requirement.
  5. Develop the necessary skills to function in a competitive, stressful workplace environment.

- Criteria for Evaluation:**
1. The level of creativity and craftsmanship demonstrated.
  2. The degree of knowledge and understanding of the elements 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 17, 2002.**
- Final: 40% Grade based on final portfolio by **Thursday, December 6, 2002.**
- 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 \$60.00 for Zip cartridges.

- Note:** Late assignments will receive lose 10 % grade for each day late  
 More than 20% absenteeism from class will result in the student asked to leave the class.  
 Food and drinks are not permitted in the computer lab!  
 Students are responsible for clean up of the lab. Good Housekeeping is essential.