

Course: **DD 2260 Static Media - Vector**

Session: **A2**

Credit/Hours: **3 (2-0-4) UT 90 Hours** Delivery Mode: Lecture/Lab

Transfer: UA\*, AU

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

Instructor: Edward Bader Office DS 128  
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Calendar Description: Application of two-dimensional art elements applied to Digital Media: drawing, image manipulation, colour, composition and typography, using appropriate current software.

Course Content: 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 20<sup>th</sup> 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. This course is an introduction to design theory it is **not** about designing logos, letterheads etc. Instead, it'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 composition as they apply 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.

Evaluation: Mid-term: 40% Grade based on assignments completed by **Thursday, October 26, 2006.**  
Final: 40% Grade based on final portfolio by **Thursday, December 7, 2006.**  
Quizzes: 10% Grade based on an average of exams throughout the term.  
Involvement: 10% Grade based on participation, critique contributions, class attendance.

## Criteria for Evaluation

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.

Timeline:	Tuesdays and Thursdays 2:30 pm to 5:20 pm. Students can expect to put in a minimum of 6 hours per week on out-of-class work. Assignments will be expected on the date required.
Required Materials:	<b>Illustrator CS for Windows and Macintosh: Visual QuickStart Guide</b> , Elaine Weinmann and Peter Lourekas. Peachpit Press. Cost: \$39.95 <b>InDesign CS for Macintosh and Windows: Visual QuickStart Guide</b> , Sandee Cohen, Peachpit Press. Cost: \$39.95 <b>Photoshop CS for Windows and Macintosh: Visual QuickStart Guide</b> , Elaine Weinmann and Peter Lourekas. Peachpit Press. Cost: \$39.95
Additional Costs:	Sketchbook, Drawing tools (pencils, pens), Ten+ CD-Rs, paper for printing (as per assignment requirements).
Attendance:	If you decide to pursue a career in graphic design be forewarned that <b>the industry is deadline driven</b> .  <b>Therefore NO LATE ASSIGNMENTS WILL BE ACCEPTED</b> unless accompanied by a doctor's note. <b>Late assignments will receive a zero grade.</b> 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.
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