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| Course: | **DD 2260    Static Media - Vector** |
| Session: | **Fall 2008 September 4 – December 8**<br>Tuesday and Thursday, 6:00 p.m. to 9:50 p.m. |
| Credit/Hours: | **3 (2-0-4) UT 90 Hours**          Delivery Mode: Lecture/Lab |
| Transfer: | UA*, AU |
| Pre/corequisite: | DD 1380, and AR 1370 or AR 2430 |
| Instructor: | Edward Bader                    Office: Studio B<br>Phone: 539-2013                  Email: ebader@gprc.ab.ca |
| 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 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 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 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:**

**ASSESSMENT AND GRADING:**
Mid-term:  35% Grade based on assignments completed by **Oct. 21st  , 2008.**
Final:  35% Grade based on assignments completed by **December 4th  , 2008.**
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.

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.

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| Timeline: | 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 Textbooks: | **Illustrator CS3 for Windows and Macintosh: Visual QuickStart Guide,** Elaine Weinmann and Peter Lourekas. Peachpit Press. Cost: $39.95 |
| | **InDesign CS3 for Macintosh and Windows: Visual QuickStart Guide,** Sandee Cohen, Peachpit Press. Cost: $39.95 |
| | **Photoshop CS3 for Windows and Macintosh: Visual QuickStart Guide,** Elaine Weinmann and Peter Lourekas. Peachpit Press. Cost: $39.95 |
| | **Graphic Design History: A Critical Guide,** Johanna Drucker and Emily Varish. Prentice Hall. Cost: $70.00 |
| Additional Costs: | Sketchbook, Drawing tools (pencils, pens), 1 Memory Stick, paper for printing (as per assignment requirements). |
| Attendance: | 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 receive a zero grade.** 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 |
| Electronic Devices in the Classroom | No IPOD or MP3 players allowed!!!! All cell phones must be turned off. |