

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF FINE ARTS

W. 60

DD 2270 Electronic Publishing 2 3(2-0-4)

Instructor: Edward Bader

Office L112

Phone: 539 - 2013

Class Location: L123

Class Time: Tuesday 1:30 - 4:20 p.m., Friday 9:00 a.m. - 11:50 a.m.

COURSE DESCRIPTION:

This course is a continuation of AR2260 with an emphasis on graphic design and the use of the computer as a tool for design. This course will introduce students to Adobe Illustrator, a vector based drawing program, to create digital illustrations and design related to commercial practice. In addition students will be introduced to the principles of web page design.

OBJECTIVES:

Students will:

1. continue to learn and use the principles of design: line, color, shape, value, texture, tone and volume as applied to page layout, package design and the internet.
2. learn the basics of vector based drawing programs.
3. continue to develop an awareness and understanding of what constitutes good design.
4. develop visual and critical thinking skills pertaining to interdisciplinary applications.

READING HOME ASSIGNMENTS:

Students can expect to put in a minimum of 10 hours per week on out-of-class work. Assignments will be expected on the date required. Note: Late assignments will be penalized 10 % for each day late. Late being defined as the end of the scheduled class time. Assignments late "7 days" will receive a zero. Exceptions will be made only for illness. A doctor's note will be required.

RECOMMENDED TEXTS:

Design Fundamentals for the Digital Age, Linda Holtzshue and Edward Noriega,
Van Nostrand Rienhold, New York, New York, 1997

Adobe Illustrator 8.0, Classroom in a Book,
Adobe Press, San Jose, California, 1998

Click Here, Raymond Pirouz,
New Riders Publishing, Indianapolis, IN, 1997

Manuals for software will be available in the Computer Lab for student use.

CRITERIA FOR EVALUATION:

1. The level and degree of creativity and craftsmanship demonstrated.
2. The degree of knowledge and understanding of the elements and principles of this studio discipline.
3. Portfolio assignments will be required throughout this course.
4. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and group critiques.

ASSESSMENT AND GRADING:

Mid-term: 40 % of grade based on assignments completed by **Friday, February 19, 1999.**

Final: 40% of grade based on assignments completed by **Friday, April 16, 1999.**

Exams: 10% of grade based on an average of short "pop" quizzes throughout the term.

Involvement: 10% based on participation, critique contributions and class attendance. Note there is no final exam for this course.

NOTE:

Attendance is taken in this class and more than 10% absenteeism will constitute a failure. Lateness will also be noted.

MATERIALS: Estimated costs approximately \$60.00 for MacIntosh Formatted Zip cartridges.

IMPORTANT NOTES:

NO FOOD OR DRINK ALLOWED IN THE LAB. ALSO STUDENTS ARE RESPONSIBLE FOR GOOD HOUSEKEEPING. THIS SPACE IS USED BY OTHERS SO REMEMBER TO KEEP IT CLEAN.

ALL WORK IN PROGRESS MUST BE REMOVED FROM THE HARD DRIVE AFTER YOUR CLASS OR WORK SESSION AND STORED ON A ZIP CARTRIDGE. THE HARD DRIVE IS FOR WORK SESSIONS AND FOR LEAVING COMPLETED ASSIGNMENTS.

COMPUTER DRIVES WILL BE CLEANED ON A REGULAR BASIS AND YOUR WORK WILL BE TRASHED.