



## DEPARTMENT Fine Arts

### COURSE OUTLINE – Winter 2023

#### DD1380 (A3): Design Fundamentals – 3 (2-0-4) 90 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Mohsen Ahi Andy

**OFFICE:** L207B

**OFFICE HOURS:**

In-office: Monday and Wednesday 17:00-18:00.

Please make an appointment for all in-person office consultation/meetings.

**PHONE:** 780-539-2813

**E-MAIL:** [MAhiandy@NWPolytech.ca](mailto:MAhiandy@NWPolytech.ca)

**CLASS HOURS:** M - W 18:00 to 20:50

#### INSTRUCTOR PROFILE

<https://www.nwpolytech.ca/employees/showprofile.html?username=MAhiAndy>

**CALENDAR DESCRIPTION:** A studio-based introduction to the conceptual and practical concerns of design. Two-dimensional design related studies.

**PREREQUISITE(S)/COREQUISITE:** None.

**REQUIRED TEXT/RESOURCE MATERIALS:** There is no textbook for this course. This class will take place in the Arts Media Lab (Room: L207B). Project mediums are mainly digital. Software for digital projects, Adobe Illustrator and Adobe Photoshop, will be available in the Arts Media Lab.

**DELIVERY MODE(S):** Lecture/Lab

#### COURSE OBJECTIVES:

This course explores the potentials of digitally designed creative contents, Two-dimensional design, as contemporary art mediums. It is an introduction to the conceptual and practical aspects of design. Through the development of various lectures, assignments, projects, and exercises, this course will explore the use of the digital programs as a mean for art students to create and develop ideas.

1. Introduction to the fundamentals of the visual language i.e. line, shape, color, texture.
2. Introduction to the computer as a creative tool.
3. Introduction to the basics of software using Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.

## LEARNING OUTCOMES:

By the completion of this course, students will be expected to:

1. Exhibit a discovery of an on-going skill set in Raster (Adobe Photoshop) and Vector Drawing (Adobe Illustrator) programs.
2. Develop proficiency in:
  - Explaining the principles of two-dimensional design
  - Introductory Vector drawing /Image editing
  - Personal expression through brainstorming, and/or formal aesthetic potentials
  - Visual poetics and abstract thinking
3. Import photographs, scan various materials, translate a drawing or photograph to create a vector image, and print assignments.

## TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferralberta.ca>.

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

## EVALUATIONS:

Assignments will be graded on:

1. How well the student is able to communicate ideas digitally
2. The level of creativity and technical understanding of the programs, clarity in the final design, and the conceptual integrity of the final work
3. Creative presentation of the projects/assignments
4. Participation and contribution to the creation of a dynamic learning environment

Assignment 1: Linear botanical pattern	8%
Assignment 2: Sequential illustration	8%
Assignment 3: Typographic announcement	8%
Assignment 4: Infographic poster	8%
Assignment 5: Personality collage	8%
Assignment 6: Animal-human hybrid	8%
Assignment 7: Package design	8%
Assignment 8: Surrealism montage	8%
In-class exercise 1: Icons & signs	2.5%
In-class exercise 2: Classmate logotypes	2.5%
In-class exercise 3: Visual juxtaposition	2.5%
In-class exercise 4: Face swap	2.5%
In-class Quiz 1	8%
In-class Quiz 2	8%
Participation	10%

### Late Assignments:

Deadlines must be met to avoid late penalties – please allow ample time to finish, export and submit your projects. If students are unable to submit an assignment on time due to extenuating circumstances, appropriate documentation must be provided. Late assignments are subject to a **5%** penalty for the first 24 hours late and a **10%** deduction following the initial deadline (including weekends). **20%** will be deducted if the project is more than one week and up to two weeks late. After two weeks, late projects will be penalized **30%** if submitted on/before the last day of class.

### GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

### COURSE SCHEDULE/TENTATIVE TIMELINE:

Class	Day	Date	Topic	To do:
1	Wed	Jan 4	Introduction to the course	
2	Mon	Jan 9	Illustrator exploration series 1: Get to know Illustrator Lecture 1: Point and Line Hand out <b>Assignment 1: Linear botanical pattern</b>	
3	Wed	Jan 11	Illustrator exploration series 2: Essential for drawing tools, turn hand drawing into digital illustration Working on assignment 1	
4	Mon	Jan 16	Illustrator exploration series 3: Create and apply a pattern Working on assignment 1	
5	Wed	Jan 18	Working on assignment 1 Hand out <b>Assignment 2: Sequential illustration</b>	<b>DUE TODAY:</b> <i>Assignment 1</i>
6	Mon	Jan 23	Lecture 2: Shapes Illustrator exploration series 4: Create and edit shapes <b>In-class exercise 1: Icons &amp; signs</b> Working on assignment 2	
7	Wed	Jan 25	Illustrator exploration series 5: colour swatches and gradients Working on assignment 2	

8	Mon	Jan 30	Working on assignment 2 Hand out <b>Assignment 3: Typographic announcement</b>	<b>DUE TODAY:</b> <i>Assignment 2</i>
9	Wed	Feb 1	Illustrator exploration series 6: Text and type tools Lecture 3: Typography <b>In-class exercise 2: Classmate logotypes</b> Working on assignment 3	
10	Mon	Feb 6	Discussing assignment 2 Lecture 4: Gestalt rules Working on assignment 3	
11	Wed	Feb 8	Working on assignment 3 Hand out <b>Assignment 4: Infographic poster</b>	<b>DUE TODAY:</b> <i>Assignment 3</i>
12	Mon	Feb 13	Lecture 5: Infographic design Illustrator exploration series 7: Export and share artwork Working on assignment 4	
13	Wed	Feb 15	Discussing assignment 3 Working on assignment 4 <b>Quiz 1 (in-class)</b>	
12	Mon	Feb 20	Family Day. No Classes	
13	Wed	Feb 22	Winter Break. No Classes	
14	Mon	Feb 27	Photoshop exploration series 1: Get to know Photoshop Working on assignment 4	<b>DUE TODAY:</b> <i>Assignment 4</i>
15	Wed	Mar 1	Photoshop exploration series 2: Work with layers, simple selections <b>In-class exercise 3: Visual juxtaposition</b> Hand out <b>Assignment 5: Personality Collage</b>	
16	Mon	Mar 6	Discussing assignment 4 Working on assignment 5	
17	Wed	Mar 8	Photoshop exploration series 3: Advanced selections Working on assignment 5	
18	Mon	Mar 13	Working on assignment 5 Hand out <b>Assignment 6: Animal-human hybrid</b>	<b>DUE TODAY:</b> <i>Assignment 5</i>
19	Wed	Mar 15	Photoshop exploration series 4: Photo editing with layer masks <b>In-class exercise 4: Face swap</b> Working on assignment 6	
20	Mon	Mar 20	Discussing assignment 5 Photoshop exploration series 5: Adjustment layer, blend modes Working on assignment 6	

21	Wed	Mar 22	Working on assignment 6 Hand out <b>Assignment 7: Package design</b>	<b>DUE TODAY:</b> <i>Assignment 6</i>
22	Mon	Mar 27	Photoshop exploration series 6: Create dynamic text, smart object Working on assignment 7	
23	Wed	Mar 29	Discussing assignment 6 Lecture 6: Colours Working on assignment 7	
24	Mon	Apr 3	Working on assignment 7 Hand out <b>Assignment 8: Surrealism montage</b>	<b>DUE TODAY:</b> <i>Assignment 7</i>
25	Wed	Apr 5	Photoshop exploration series 7: Filters and effects Working on assignment 8	
26	Mon	Apr 10	Discussing assignment 7 Working on assignment 8 <b>Quiz 2 (in-class)</b>	
27	Wed	Apr 12	Working on assignment 8 Last day of class	<b>DUE TODAY:</b> <i>Assignment 8</i>

### STUDENT RESPONSIBILITIES:

Students are expected to invest a minimum of **3 hours** outside of class time on assignments and preparing for quizzes.

Students are required to attend **all classes**. This course includes ongoing in-class activities, lectures, and tutorials. Information covered in class will not be reviewed except for in special circumstances. Absences may be excused in circumstances such as illness or in an emergency—please speak with the instructor as soon as possible in these instances.

### STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Northwestern Polytechnic Calendar at <https://nwpolytech.ca/programs/calendar/> or the Student Rights and Responsibilities policy which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**\*\*Note:** all Academic and Administrative policies are available on the same page.

### Additional Information:

If you are not feeling unwell, have been diagnosed with a positive Covid-19 test, please stay home until you are feeling better.