Concordia University, Department of Design
Primary Digital Graphics DART 221 Fall 2005

Instructor: Michael Longford
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Class meets: Monday 08:30 - 12:30
DART Studio 7-735 | CDA LAB 5-815

Prerequisite: Enrollment in the Major in Design or written permission of the Department of Design
& Computation Arts.

NOTE: Students who have received credit for DART 200 may not take this course for credit.

Catalogue Description

This computer lab course combines hands-on workshops with content-driven projects. Students are introduced to the fundamentals of graphic composition and communication for digital graphic arts. Photoshop, Illustrator, and QuarkXPress are introduced to explore image/text juxtaposition, layout, and typography.

Course Objectives

This course serves as an introduction to 2D design concepts and methods. The basic visual, perceptual and structural elements of design – line, colour, shape, abstraction, texture, scale, etc. – will be explored in both a material and a digital context. Organizational properties of composition, contrast, direction, and sequence will also be introduced. The content of the course is explored through the concept of design as creative problem solving based on critical thinking and contextual exploration. Students will be encouraged to consider their responsibility as designers for their contribution to the physical and discursive environment.

a] To develop perceptual and critical skills used in the design methods.
b] To explore design elements and techniques.
c] To introduce software. (Illustrator, Photoshop, QuarkXPress)

In order accommodate the mix of technical and theoretical content presented the course will divide classroom time between the computer lab and the studio. Lab time will be devoted to computer instruction, mini workshops, and one to one consultation with the Instructor. Students are required to be in the lab working during this time, and can expect to spend at least 6 hours per week outside of class working in the lab/studio in order to complete assignments. Studio time will be devoted to lectures, slide and video presentations, readings, class discussion and critiques.

Materials & Reading

It is strongly recommended students get a Concordia University alcor account for e-mail. Students are required to pay their lab fees to the Centre for Digital Arts ensuring access to the computer labs and individual storage space on the network. Students should also keep a sketchpad for notes, visual thinking, handouts, and brainstorming.

SUGGESTED READING:
Reading materials will be provided by the instructor in conjunction with assignments.

Assignments

1] Major Projects (2)	50%
2] Assignments	35%
7] Participation	15%

Some of the briefs will require a written project proposal and visualization to be handed in on the date assigned by the instructor. This is a research document which would typically include, rational, thumbnails, visual references, production deadlines, and bibliography.

The assignments are designed for disciplined self motivated students. Individual input and project proposals are encouraged in consultation with the Instructor. **ORIGINAL IMAGERY IS REQUIRED FOR ALL ASSIGNMENTS.** Strategies for image appropriation may be considered in consultation with the Instructor. All assignments are due at the beginning of class meetings. **CRITIQUES BEGIN PROMPTLY AT 9:00 AM AND STUDENT ATTENDANCE AND PARTICIPATION IS MANDATORY.**

CRITERIA FOR EVALUATION:
Every project or assignment will have a set of general parameters that will serve as a vehicle for the exploration of ideas and individual discovery. The specific conceptual, technical and aesthetic objectives associated with individual projects and assignments will be clearly identified and evaluated by the following criteria:

1] Conceptual ability (your ability to grasp the problem and formulate ideas).
2] Demonstration and understanding of design elements and properties.
3] Application of assigned media.
4] Realization of the idea (aesthetic criteria).
5] Creativity of solutions.
6] Critical thinking – thoughtful critique of your own work and that of the other students.