Our program includes aspects of graphic design, typography, photography, illustration (and other forms of image-making), and electronic media for the creation of visual communications, as well as design principles, theories and research methods.

1. GENERAL AIMS OF THE PROGRAM

- To foster the development of visual awareness, sensitivity and creativity as important aspects of general education.
- To acquaint students with graphic design, electronic media, typography, photography and image-making in the context of creative experimentation and applied communication.
- To instruct in basic skills and techniques, to foster competence in the use of materials and equipment, and to explore new techniques, materials, equipment and media.
- To research, collate, organize and analyse information, to critically examine facts, ideas, concepts and feelings and to develop and evaluate appropriate visual media and forms facilitating communication. Personal, social, economic, aesthetic and environmental factors are considered.

2. PROGRAM OUTLINE

DES 393/4, 493/4, and 593/4 courses provide an introduction to general principles and theories demonstrated in the framework of carefully selected projects. The additional courses (395, 396, 483, 495, 496, 497, 498, 595, 596, 597) concentrate on specific aspects, such as perception, systems, design issues, research, methods, management and media. Spring Session and practicum courses offer additional opportunities for learning.

First year projects are intended to cover a wide spectrum of techniques, principles and media. The emphasis at this stage is on acquiring skills and discrimination relative to visual design.

Progressively, through the program, there are opportunities for further conceptual and visual exploration and professional practice. Considerable work outside class, in addition to studio work, is necessary in order to get good results.

Students intending to pursue professional careers in design or teaching are advised to continue their studies in a graduate program in design after a few years of professional practice.

DES 600/1 and 680/1 comprise the core courses of the Master of Design (MDes) graduate program, and are followed a year of thesis research.

3. GRADING, EXPECTATIONS AND EVALUATION

Course content and expectations will be discussed at the beginning of each course. Each project is due and is discussed within the class, at a date set at the time that the project is announced. At the end of each course all work must be submitted in a portfolio for review. Instructors will supply the exact details for each course, and each instructor is responsible for grades assigned in his/her class. Opportunity for personal interviews is given at the end of each term; a verbal assessment of the students' progress is made at this time.

Grading

The official University 4-point grading system will be implemented in evaluating student assignments, and general performance (including participation). Individual course components will be weighted as outlined per course to translate term marks into a final letter grade. Your grade will be determined on the basis of your individual progress in researching, planning, conceptualizing, producing, documenting and evaluating your solutions, as well as your punctual attendance in and contribution to the class.

You will be allowed a reasonable time in which to complete an assignment, bearing in mind its weight. All course assignments to be handed in for marking will be returned within a reasonable amount of time provided that you have submitted them by the due date. When assessing written work, quality of expression and composition will be considered.

Generally, projects will be assessed individually and in combination within the portfolio presentation.Instructors will supply the exact details for each course, and each instructor is responsible for grades assigned in his/her class. Grades reflect judgements of student achievement made by insructors, based on a combination of absolute achievement and relative performance in class.

Final grades are unofficial until they are registered with the Registrar's office. Any assessment is valid only for the period to which it refers.

A+ / A / A-	Excellent (4.0 / 4.0 / 3.7)
B+ / B / B-	Good (3.3 / 3.0 / 2.7)
C+ / C / C-	Satisfactory (2.3 / 2.0 / 1.7)
D+ / D	Minimal Pass
F	Fail

Students need a grade of B (3.0) averaged between the prerequisite classes to proceed to the next level in studio classes (i.e. from 300- to 400-level). Keep in mind that grades received this year and in previous years can affect registration in spring/summer and fall/winter courses. *BDes students require a GPA of 2.7 (B-) over all fall and winter courses to be promoted to the next academic year. MDes students must obtain a minimum grade of 3.0 (B) to pass a course, and must achieve a GPA of 2.7 (B-) in their coursework to proceed to thesis.* "Students may not repeat any University course passed or courses for which they have received transfer credit..." (§ 22.1.3).

General criteria for assessment

- Quality achieved in terms of creativity, inquiry, effectiveness, writing, technical competence, attention to requirements and presentation, for individual pieces and the total body of work.
- Individual progress considering previous knowledge and background
- Effort extended; e.g. attendance, time spent additional to class hours, participation in discussions and critiques.
- Attitudes towards classmates, staff, course work and deadlines.
- Handling of materials; use and care of facilities.

Expectations about attendance and deadlines

Your regular presence during assigned class times; courteous and thoughtful participation in discussions; and timely completion of assignments are essential to the successful completion of VCD courses. Work assigned must be ready for the discussion or critique date.

Students who choose not to attend lectures must assume whatever risks are involved (see Calendar section 23.3 and 23.5.6). Attendance in studio disciplines is mandatory. It is your responsibility to make up for lost time and missed information.

Every three unexcused absences will result in a step reduction of the final grade (i.e. B to B-). *Late projects will carry a one-time penalty of a letter grade step,* unless specified differently.

Group discussions of work give students new insights and knowledge in direct proportion to their own input. To avoid tiresome repetition, notes should be kept and brought to classes. Never hesitate to ask questions if in doubt. Attention to personal concerns will be given, but no private lessons can be expected in cases of lateness or arbitrary absence. *Contact your instructor or Caitlin Wells, student advisor (ccwells@ualberta.ca), as soon as possible if you have extenuating circumstances that might result in missing classes or might necessitate a portfolio extension.*

Student work and portfolios

Students are responsible for the safekeeping of their own materials, equipment and work produced. You are expected to maintain a system for your design notes as a resource for documenting and reflecting on concepts and research, as well as an information storage and retrieval system to manage your reference and project materials.

Throughout the course you will work towards a final portfolio presentation (some instructors prefer tabloid size: 17 x 11"), unified through application of your own visual identity system.

As this course does not have a final examination, the original or a reproduction of at least one substantial piece of term work may be retained for possible review in the case of a grade appeal.

Changes to course outlines

Circumstances may develop during the term where a change to the course outline (as set out in Section 61.6(a) of the GFC Policy Manual makes sense to all concerned. Such changes shall only occur with fair warning or general class consent. Policy about course outlines can be found in § 23.4(2) of the University Calendar. (GFC 29 SEP 2003).

Student concerns and information

Refer to 'Student Information' on the Art & Design website. http://www.artdesign.ualberta.ca/Undergraduate/Studentinformation/Studentadvising.aspx

If you have a concern about any aspect of a course, you are advised to consult, in turn, the instructor, the coordinator, the chair of the Department of Art and Design, and the dean of the Faculty of Arts.

Academic integrity and honesty

"The University of Alberta is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect. Students are particularly urged to familiarize themselves with the provision of the Code of Student Behaviour (pages 638-657 of the Calendar and on-line at www.ualberta.ca/secretariat/appeals.htm) and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from the University." (GFC 29 SEP 2003)

"No student shall represent another's substantial editorial or compositional assistance on an assignment as their own. No student shall submit in any course or program of study, without the written approval of the course instructor; all or a substantial portion of any academic writing, essay, thesis, research report, project assignment, presentation or poster for which credit has been obtained by the student or which has previously been or is being submitted by the student in another course or program of study in the University or elsewhere." (GFC 29 SEP 2003)

4. FACILITIES AND EQUIPMENT

Access

You must have a valid OneCard to access the VCD and other studio areas. There will be a OneCard validation at the beginning of each term (notices will be posted). The VCD hall doorway will be locked when the IST lab is not open, and you will be able to access the area using your OneCard only. Photo studio, darkroom and computer lab hours are posted on the doors of those facilities. The main working area, and spray booth are always open.

Safety and security

- *Do not work alone*! If you are working late, have someone that you trust with you.
- *Lock up all personal belongings and equipment when not in use*
- *Know the location of the telephone* in the main area (near the spray booth) for student use. Emergency numbers are posted there.
- *Know the location of the first aid cabinet* (main area, with big red cross ✚)
- *Know the location of the eyewash station* (beside spray booth)
- *Know the location of the fire extinguishers* and *darkroom fan switch.*
- *Use only spray adhesive in the spray booth*; *no* lacquer or paint! These use a solvent base which is much more volatile and flammable than that in spray adhesive. *Do not use the spray booth without the fans on! Do not use spray adhesive in any work area!*
- *Carry wet prints around in trays*, to prevent accidents.
- *Use extreme caution when cutting* using X-acto knives and paper cutters. *If you hurt yourself,* find Louise or Cindy immediately (complete injury form), and *seek medical attention*.

Safe cutting protocol

- Cuts from X-acto or other trimming knives while trimming prints or mount boards are the major cause of injuries in VCD.
- There are two main cutting hazards: (1) If you put too much pressure on the blade, it may break and the broken part fly off and injure you; and (2) if you are not careful when cutting, the blade may slip and cause a serious laceration.
- *Use a sharp blade.* It is easier to control than a dull blade.
- *Stand up to cut,* as you have more control.
- *Don't put too much pressure on the blade* – it's harder to control, and may break.
- *Use a non-slip, cork backed ruler* as a guide.
- *Pay attention!* most injuries occur when you are tired or preoccupied – get some sleep.
- *Wear safety glasses* (available inexpensively at the Art Store) to protect your eyes.
- *If you cut yourself badly, or incur any other injury, please consult Louise or Cindy immediately, and seek medical attention. Proper documentation must be filled out and the incident reported.*

Use and care of facilities and equipment

- A limited number of cameras and accessories are available on loan for class project work only. *Equipment will only be loaned to students with completed and signed loan cards.*
- Cleanliness saves money and time, reduces health risks, and makes work more pleasant. Clean your work area at the end of each work period
- If the microwave oven and fridge in the main area are not kept clean, they will be removed.
- *Do not cut on table tops or counters. Use the cutting mats.*
- *You are personally responsible for equipment on loan to you. If you lose it or damage it, you must have it repaired or replaced!*
- Under no circumstances must equipment be passed on from student to student without completing a new card. If your name is on the card, you are responsible!
- *Theft is a constant risk.* Make sure all equipment is locked up securely when not in use.
- All equipment must be returned either at the end of the class, or, in the case of outside assignments during the class, on the due date on the card or on demand. Any longer periods of loan need specific authorization in writing by the instructor in charge of the class.
- Lending privileges will be withdrawn from those abusing or returning departmental equipment late.
- Advanced and complex equipment is reserved for senior students who have demonstrated competence and reliability.

Photography studio and darkrooms

- Photo studio lighting is extremely expensive and must only be used for photographic work. Filaments get brittle when hot; therefore lights must not be jarred when hot or switched on and off in quick succession.
- Do not stick anything to the background wall, as it damages the paint.
- Do not damage the backdrop paper! Remove or clean shoes before stepping on it, keep furniture off it.
- Check the booking rules before signing up for studio time.
- Darkrooms must be kept clean, for health and safety reasons.
- Wet prints must always be carried around in trays, to prevent accidents and damage to floors.

Computer labs

IST (2-036, 1-7) and VCD labs: All labs are administered by IST. Both areas require authentication for internet use and access to your AFS space, and will print directly to the OneCard printers.

Campus computing terms of service

- *Illegal downloads via peer-to-peer software* (like Limewire or BitTorrent) *is a violation of IST terms of service*, if your computer is connected to a University network, wired or wireless. Other violations include sharing your CCID and password, or preventing others from using the computing equipment. Check here for more info: https://www.aict.ualberta.ca/selfhelp/faqs/ips-faq
- *Watch what you surf.* There are many web sites which have no socially redeeming value and are offensive to other students. Your computer monitor is visible to them. Please be sensitive to students who may be upset by your choice of subject matter. Remember that although people may not complain about where you surf, it does not mean that they are not offended by it.
- *Follow rules of etiquette when e-mailing.* Visit www.emailreplies.com for suggestions regarding e-mail etiquette.
- *Beware of malware and phishing.* The computers in the VCD and IST labs will re-image themselves on startup, so anything you install will be wiped out, including malware.However you should exercise caution on your own computer. Viruses, trojans, and other malware are possible on Windows and Mac platforms. More information on the IST site: http://ist.ualberta.ca/ts/security
- Social networking sites (e. g. Facebook). You will be asked to leave demos or classes if you are monopolizing a computer for Facebook, YouTube or other sites, rather than following the class.

Printing

- *Printing from the IST labs requires a OneCard*.
- Handouts on printing are in the Courses folder in the labs.
- *Bond paper is provided for the OneCard printers*. You can also use Xerox Copy Cover paper, 60 lb, which is heavier and has a smoother surface, and is designed for higher quality printing in the colour lasers. See the *Supplies List* for Art Store number/price.
- *Do not load any other type of paper (or acetate, etc) in the printers unless you check with* Louise or Cindy! It might melt and destroy the fuser, or damage the printers in other ways. Laser printers have a lower tolerance for different media than inkjets, and get very hot.
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To print from your own computer to the Onecard printers
Go to http://onecard.ualberta.ca/en/UsingYourONEcard/Printing.aspx
and download the drivers for your operating syste.

IST labs in FAB 1–7 and 2-036
The labs will be booked for class and student use according to
posted or on-line schedules. http://ist.ualberta.ca/at/labs.
Back up your work!

Secure storage of files
   Please be aware that in IST labs, *everything on the computer will be
   deleted* when the computer restarts and re-images itself.
• **The Temp_Space** folder will not be deleted, but is accessible to
   everyone who uses the computer. Use it for temporary storage of
   working files.
• **You have 25 GB of storage on AFS,** which is administered by IST.
   Click on "Authenticate and AFS," log in with CCID and password.
• **Burn a CD or DVD.** Many computers have a CD or DVD burner.
   *Note: move your files to your local hard drive before burning.
   Always open the CD or DVD to check that your files are backed up
   properly before you delete files!* CD-RW disks are also OK.
• **USB flash drives** are inexpensive and easy to use. If you are going
   from a Windows to Mac environment, make sure you format the
   drive in your Windows computer as FAT. NTFS will be read-only
   when plugged into a Mac You can check this on the Mac side by
   clicking on the drive's icon, then File>Get Info. On the Windows
   side, check Properties.
• **Portable FireWire or USB hard drives** will usually mount on the Mac
   OS with no problems. A USB powered hard drive is very useful!
   Make sure it is not NTFS, as NTFS formatted drives are read-only on
   the Mac. Format it FAT.
   Make sure you back your files up elsewhere as well, as USB drives
   have been known to fail!
• **Cloud storage:** Dropbox, Google Drive are examples. The apps
   are not installed on the lab computers, but the web interface may
   be used. Folders need to be compressed (on the Mac, from the
   Finder: File>Compress).

Working with fonts
• Font Book is your font management software. Double click a font to
   get a preview and an install option. Click "Install" to use the
   font (installs it in Font Book). You will need to install the fonts on
   each different computer you use.
• *Please note: **Fonts are considered copyrighted software, and taking a
   font home is the same as stealing software.***
• The Adobe Font Folio 11 is in the Lab user folder. Double-click it to
   open it (it will resembe an external hard drive when open.)
• Use free fonts from internet sources with extreme caution, as they
   have been know to cause printing problems.

Computer Lab Security
• **Doors to the VCD computer lab must be closed at all times.** The
   door codes you are given are for you only. **Do not give codes** to
   anyone else. Anyone who is supposed to have the code should
   already have it.
• The IST computer lab is video monitored 24/7.

5. END OF TERM
Students must have completed clean-up jobs, paid any outstanding
charges, and returned all equipment before grades will be given
• Portfolios not picked up at the end of the Winter or Spring term will
   be recycled or discarded.

6. STAFF
Faculty
• Sue Colberg

Technicians
• Louise Asselstine
• Cindy Couldwell

Contract academics
• Gillian Harvey
• Ben King
• Kevin Zak

*If you have any questions or concerns please contact the
VCD coordinator, Prof. Susan Colberg (492-7859,
office 3-77B, scolberg@ualberta.ca).*

7. SUPPLIES

Materials

ArtStore#

A293	Xerox Copy Cover paper 250 sht (11x17)	40.85
A294	Xerox Copy Cover paper 250 sht (8.5 x 11)	15.20
	USB Flash Drive, 8 GB minimum	

Suppliers

The Department's own Art Store in Room 132 HUB sells below prices charged at other retail stores. Purchase order forms are available from the technicians, and must be signed by your instructor, TA or technician.

Commercial supply stores
- **Colours Art + Framing,** 7371 – 104 street (780) 433-4774 and 10660 – 105 street (780) 426-7820
- **SUB Bookstore,** U of A campus
- **The Paint Spot,** 10032 – 81 Avenue (780) 432-0240

Photographic supply stores
- **London Drugs,** (several branches)
- **McBain Camera,** 10805 – 107 avenue (780) 420-0404
- **Vistek Edmonton**, 10569 – 109 Street (780) 484-0333

Mounting (alternative products)

Studio Tac Dry Adhesive $34.60

(25) 11.5x17" sheets in a package from Colours Art + Framing

File Storage

Stick Drive 4GB minimum

(or equivalent from London Drugs, Memory Express, etc.)

Large Format Printing

VividPrint http://www.vividprint.ca/HOME.html

SUB Print https://www.su.ualberta.ca/businesses/subprint/

McBain Camera: http://www.mcbaincamera.com/photofinishing.php