

Our program includes aspects of communication design, typography, imagemaking, illustration and interactive 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 through carefully selected projects. 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.

Throughout 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 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 by 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 instructors, 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.

Descriptor	Letter Grade	Grade Point
Excellent	A+ A A-	4.0 / 4.0 / 3.7
Good	B+ B B-	3.3 / 3.0 / 2.7
Satisfactory	C+ C C-	2.3 / 2.0 / 1.7
Minimal Pass	D+ D	
Fail	F	

Students need a grade of B (3.0) averaged between the pre-requisite 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).

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

Attendance and deadline expectations

Your regular attendance during class times, participation in discussions and timely completion of assignments are essential to the successful completion of your courses. Work assigned must be ready for the discussion or critique date.

Students who choose not to attend class 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 insights and knowledge in direct proportion to their input. To avoid 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 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 reference and project materials.

Throughout the course you will work towards a final portfolio presentation, 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 'Undergraduate Programs' on the Art & Design website. 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

"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 Code of Student Behavior (www.ualberta.ca/governance/media-library/documents/resources/policies-standards-and-codes-of-conduct/cosb-updated-july-1-2019.pdf) and avoid any behavior 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." "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."
www.ualberta.ca/current-students/academic-resources/academic-integrity

_4 Facilities and Equipment

- Students will have access from 9 am to 5 pm to two labs: FAB 2-36, and FAB 1-7 for demos and coursework
- Students are encouraged to purchase a subscription to the Adobe Creative Cloud software for their own laptop or personal computer. Subscription can be purchased at On The Hub: ualberta.onthehub.com/

_5 Outside Vendors (Printers + Suppliers)

Commercial + photography supply stores

- **Colours Art + Framing** 7371 - 104 street (780) 433-4774
- **The Paint Spot** 10032 - 81 Avenue (780) 432-0240
- **Delta Art & Drafting Supply** 11116 120 street (780) 455-7983, safety rulers can be purchased here
- **The Gilded Rabbit** 10104 149 street (780) 481-6950
- **London Drugs**, (several branches)
- **McBain Camera** 10805 - 107 Avenue (780) 420-0404
- **Vistek Edmonton** 10569 - 109 Street (780) 484-0333
- **Mprint Sign and Print Solutions** Email: Don@mprint.ca, (587-597-1310) Contact: Don Murray (formerly of Print/Solutions on Campus)

Large Format Printing

VividPrint www.vividprint.ca/

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

McBain Camera: mcbaincamera.com/photofinishing.php

Territorial Statement:

The University acknowledges that we are located on Treaty 6 territory, and respects the histories, languages, and cultures of the First Nations, Métis, Inuit, and all First Peoples of Canada, whose presence continues to enrich our vibrant community.

Sexual Violence Policy:

It is the policy of the University of Alberta that sexual violence committed by any member of the University community is prohibited and constitutes misconduct. **Resources and more information can be found at:** www.ualberta.ca/campus-life/sexual-violence

Resources for students

- Student services on campus: www.ualberta.ca/current-students
- The Student Success Centre is now called: Academic Success Centre (1-80 SUB)
- Student Accessibility Services (SAS) is now called: Accessibility Resources

Accessibility Resources

- The University of Alberta is committed to creating work and learning communities that inspire and enable all people to reach their full potential. Accessibility Resources promotes an accessible, inclusive, and universally designed environment at the University of Alberta. For general information advice or referrals call 780.492.3381

Health and Wellness Support

There are many health and community services available to the University community. Visit the website at: www.ualberta.ca/current-students/wellness

The Art Store

- The Art store purchases are made online at: <https://bookstore.ualberta.ca/?affiliateID=10053>

COVID-19 Updates

COVID-19 has affected people, communities, and organizations across the world. Like everywhere else, campus life at the U of A is different right now. All of us are adapting to new ways of learning, connecting and communicating. For updates on COVID-19, please see the U of A website at www.ualberta.ca/covid-19/index.html

_6 Faculty and staff

Faculty

- Sue Colberg, scolberg@ualberta.ca
- Gillian Harvey, Coordinator gharvey@ualberta.ca
- Aidan Rowe, Chair arowe@ualberta.ca

Technicians

- Louise Asselstine, 780.492.5789 lea1@ualberta.ca
- Cindy Couldwell, 780.492.5789 clc13@ualberta.ca

Contract academics

- Judy Armstrong
- Andrew Benson
- Sarah Classen
- Eleanor Lazare
- Jenn Duby
- Valéry Goulet
- Howard Poon
- Justin Pritchard
- Greig Rasmussen
- Bryan Kulba
- Ben King

Grad students GTAs /PIs

- Tejas Ambarani
- Suzana Awal
- Muhammad Ali Butt
- Raheel Malkan
- Mehrnoush Zeidabadi