IDES 133
Visual Studio

Fall Term 2013 » 3 credits » No prerequisites » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Supplies

Digital SLR camera.

Jump drive or portable hard drive.

Required Text

London, B. and Jim Stone. *A Short Course in Digital Photography,* 2nd ed. UK: Prentice Hall, 2011.

Recommended Text

Aristides, J. *Classical Drawing Atelier: A Contemporary Guide to Traditional Studio Practice.* Watson-Guptill, 2006.

COURSE DESCRIPTION

This course provides an introduction to line, form, and light through an exploration of drawing and photography. Students develop skills in the use of drawing tools and a digital SLR (single lens reflex) camera. Principles of perception, observation, proportion, and perspective are covered through drawing and photography of man–made and natural objects, including the human figure.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- observe light, shadow, proportion, and perspective for drawing and photography;

- use a digital SLR camera and capture light, form, and motion;

- photograph subjects in a studio environment and on location;

- create photographic reference material and content for design and illustration projects;

- apply anatomical and proportional principles in figure drawing;

- apply one–point and two–point perspective in drawing; and

- render man–made and natural objects, landscapes, and the draped and undraped human figure using traditional drawing tools.

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Weekly Schedule

WEEK 1

A.M. Life drawing studio.
Drawing from life; continuous line drawing; how to measure.
In-class drawing exercises.
P.M. Photography.
Camera basics: how to use and maintain your digital camera; observing the quality of light.
Project 1 assigned: perception theory. Due week 4.

WEEK 2

A.M. Life drawing studio.
Drawing from life; use of shade and shadow.
In-class drawing exercises.
P.M. Photography.
Exposure: how to control the camera's aperture and shutter speed; depth of field.

WEEK 3

A.M. Life drawing studio.
Drawing from life; foreshortening; use of chiaroscuro to create depth.
In-class drawing assignment (1).
P.M. Photography.
Depth of field and light experimentation; applying perception theory.

WEEK 4

Project 1 due.
A.M. Life drawing studio.
Drawing from photographic reference.
P.M. Photography.
Colour temperature and 18% grey; white balance; gathering images for one-point perspective drawing.

WEEK 5

Life drawing studio.
Drawing one-point perspective and point-of-view.
In-class drawing assignment (2).

WEEK 6

Photography.
A.M. Capturing moving subjects.
P.M. Field trip: on location shooting motion with the camera.
Project 2 assigned: motion photography. Due week 7.

WEEK 7

Project 2 due.
A.M. Life drawing studio.

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Weekly Schedule continued

Drawing two-point and three-point perspective.
P.M. Photography.
Lighting and shooting reference material for drawing; gathering images for two-point and three-point perspective drawing assignment.
Project 3 assigned: perspective in photography and drawing. Due week 10.

WEEK 8

Photography.
A.M. Explaining your photographic vision; developing mood boards; hiring photographers; and running a photo-shoot.
P.M. Field trip to a photography studio: setting up a photo-shoot and the role of the art director.
Project 4 assigned: studio photography. Due week 11.

WEEK 9

A.M. Life drawing studio.
Drawing from life: the figure and proportion.
In-class drawing assignment (3).
P.M. Photography.
Studio photography workshop; continued work on studio project.

WEEK 10

Project 3 due.
A.M. Life drawing studio.
Drawing from life: hands and feet.
In-class drawing assignment (4).
P.M. Photography.
Lighting and shooting portraits.

WEEK 11

Project 4 due.
A.M. Drawing from life: portraits. Using colour for light and shadow.
P.M. Studio photography workshop. Shooting portrait reference material.
Project 5 assigned: portraiture in photography and paint. Due week 15.

WEEK 12

Life drawing studio.
Painting portraits. Mediums and techniques.

WEEK 13

Life drawing studio.
A.M. Gestural drawing: the quick sketch; capturing the moment.
In-class drawing assignment (5).
P.M. Continued work on portrait project.

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Weekly Schedule continued

WEEK 14

Life drawing studio.
A.M. Gestural drawing: using individual poses to create many-peopled compositions.
P.M. Mood and emotion: using models and photo reference to create drawings with emotional and storytelling qualities; pushing reality; distortions to create mood.

WEEK 15

Project 5 due.
Critique and review.

EVALUATION PROFILE

Project 1	10%
Project 2	10%
Project 3	15%
Project 4	15%
Project 5	20%
In-class drawing assignments (5 x 3% each)	15%
Participation	15%
Term total	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84

Good **B+** 77–79 **B** 73–76 **B-** 70–72

Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62

Minimal Pass **D** 50–59

Fail **F** 0–49

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Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.

- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.

- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.

- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.

- Enter the field as visual communication professionals.

- Apply visual communication expertise for societal and environmental benefit.

- Work collaboratively with other disciplines in business, industry, and the broader community.

- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE / PENALTIES FOR MISSING CLASS
Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY / PENALTIES FOR LATENESS
Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION
Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS
If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES
Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING / PLAGIARISM
Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES
An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM
Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE
All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR
Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS / POLICIES
Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES
Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES
In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

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