

ART AND DESIGN FUNDAMENTALS

Program Outline

Major:	AADF
Length:	1 Year
Delivery:	2 Semesters
Credential:	Ontario College Certificate
Effective:	2013-2014
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

Description

Art and Design Fundamentals is a one-year certificate program that provides you with a solid foundation in art and design. It also provides you with the opportunity to assess which area of the visual arts is most appropriate to your abilities. Effective research, problem-solving and conceptualization skills are developed to nurture your talents and prepare you for future studies in art and design. The range of courses provides you with an opportunity to learn new skills and refine existing skills. The portfolio you develop in this program will be valuable when applying to specialized art or design programs.

Career Opportunities

This one-year certificate program prepares students for entering specific art and design diploma programs by developing the fundamental skills and knowledge that form the foundation for future studies in design or visual arts. Graduates have undertaken a wide variety of art and design related studies, enabling them to discern their particular strengths and preferences. Art and Design Fundamentals graduates can make informed choices for future career paths.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- use the design process to execute projects from concept to finished work;
- apply the elements and principles of design to effective compositions;

- use the colour attributes of hue, value and chroma to create expressive work, and to establish effective colour relationships;
- solve design problems with originality and work creatively within given parameters;
- express imaginative concepts in a variety of media;
- present different kinds of work in appropriate and aesthetic ways.

The Program Progression:

Fall Intake - Barrie

Sem 1 | Sem 2

Fall | Winter
2013 | 2014

Winter Intake - Barrie

Sem 1 | Sem 2

Winter | Summer
2014 | 2014

Admission Requirements:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Graduation Requirements:

- 5 Mandatory Courses
 - 1 Communications Course
- 5 Optional Courses
 - 1 General Education Course

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Mandatory Courses

APDE1000 Ideas and Imagery
APDE1001 Design Fundamentals
APDE1002 Colour and Design
DRWG1004 Fundamentals of Drawing
HSTY1000 Introduction to Western Art

Communications Course

To be selected at time of registration from the College list, as determined by testing.

Optional Courses

COMP1022 Computer Imagery and Applications - IBM
COMP1023 Introduction to MacIntosh Computer Applications
COMP1040 Fundamentals of Web Design
COMP1041 Introduction to Digital Video for Art and Design
DRWG1005 Analytical Drawing
DRWG1006 Life Drawing
DRWG1007 Drawing From Your Imagination
FINA1000 Fine Art Studio: 2D
FINA1001 Fine Art Studio: 3D
GRPH1003 Graphic Design Studio
INTD1005 Interior Design Studio
JEWL1002 Jewellery Studio
PHOT1006 Introduction to Digital Photography

General Education Course

To be selected from College list

Course Descriptions:

APDE1000 Ideas and Imagery 42.0 Hours

In this course, students will learn how to develop original images and concepts by experimenting with creative thinking, synectics and the design process.

APDE1001 Design Fundamentals 42.0 Hours

This course introduces students to the elements and principles of two-dimensional and three-dimensional design. Exploration of the possibilities inherent in even the simplest element leads to a better understanding and appreciation of the role of design in many aspects of life. The design process is used in visualizing and developing ideas for solving design problems.

APDE1002 Colour and Design 42.0 Hours

The three attributes of colour - hue, value and chroma - are explored and used to create colour relationships. Theories are introduced such as additive and subtractive colour systems and their applications. Students will study the role of colour in design by employing colour concepts in compositions.

COMP1022 Computer Imagery and Applications - IBM 42.0 Hours

This course introduces the computer as a creative tool for artists. Students explore the capabilities of IBM computers (which may include setting up home pages on the internet and working with graphics) to gain an appreciation of the potential and relevancy of the computer to art and design.

COMP1023 Introduction to Macintosh Computer Applications 42.0 Hours

This hands-on course will examine the use of the Macintosh computer as a tool used in the design and advertising industry. Emphasis will be placed on effective use of the operating system, file management, font management, printing and troubleshooting. Learning will take place through project-based assignments, utilizing common software programs.

COMP1040 Fundamentals of Web Design 42.0 Hours

This introduction to Web design employs simple coding to build a basic web site incorporating text and images. The course is oriented to generating an online portfolio for the Art and Design Fundamentals student.

COMP1041 Introduction to Digital Video for Art and Design 42.0 Hours

This introduction to digital video employs the principles and elements of art and design introducing students to imagery capture and manipulation. Sound and movement are incorporated as are principles of line, colour, perspective and composition. Students are encouraged to explore ideas and produce video compositions using basic techniques and software.

DRWG1004 Fundamentals of Drawing 42.0 Hours

This course will introduce students to basic drawing, perspective, and sketching techniques using various media, to depict a variety of subjects.

DRWG1005 Analytical Drawing 42.0 Hours

In this course, students will learn to render forms and objects using shade and shadow, as well as one-point and two-point perspective, both freehand and mechanical. This course will develop skills applicable to graphic illustration, interior design, mechanical drafting, architectural drafting and rendering.

DRWG1006 Life Drawing 42.0 Hours

This course will develop the students' drawing skills and awareness using a structured approach to drawing through the study of the human figure. Students will use a variety

of media in a sequence of exercises to develop insight into the form, structure and gesture of the subject. This course develops drawing skills and attitudes appropriate to future applications in painting, printmaking, illustration and interpretive drawing.

DRWG1007 Drawing From Your Imagination 42.0 Hours

This course emphasizes drawing from the imagination using conventional and experimental media. Students will learn to develop drawn images from their imagination by using psychological impact, creativity and experimentation.

FINA1000 Fine Art Studio: 2D 42.0 Hours

In this course, student will be introduced to the profession of fine arts. Students are introduced to two-dimensional media such as painting and printmaking, while exploring their individual ideas and concepts.

FINA1001 Fine Art Studio: 3D 42.0 Hours

In this course, students will be introduced to the profession of fine arts. Using a variety of media, students will explore their individual ideas and concepts in three dimensions.

GRPH1003 Graphic Design Studio 42.0 Hours

In this course, students will learn and apply creative problem-solving skills to find functional design solutions to graphic design problems. Research and studio skills will be developed, and careers in design will be discussed.

HSTY1000 Introduction to Western Art 42.0 Hours

This course examines the foundations of the art of the western world from pre-history to the present. It introduces artistic styles and establishes knowledge of the origins of Western Art.

INTD1005 Interior Design Studio 42.0 Hours

This course will introduce students to the field of interior design. Career options will be discussed. Students will focus on the application of design theory and the use of the design process to solve basic interior design problems. The practice of perspective drawing will be expanded and basic drafting will be introduced.

JEWL1002 Jewellery Studio 42.0 Hours

This course is an introduction to the making of basic jewellery. Emphasis will be on completing single pieces of jewellery and the technical skills necessary in their production. The content of this course can be applied to other related studies where fine motor skills and creative expression are encouraged.

PHOT1006 Introduction to Digital Photography 42.0 Hours

In this course learners acquire foundation knowledge related to the evaluation and application of photography. Learners also acquire the knowledge and skills necessary to

create photographic images and judge these according to established standards of design and evaluation.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.