



P A R K L A N D C O L L E G E

To: GDS 108 Students
From: Paul Young
Date: June 15, 2009
Subject: Welcome

Welcome to Parkland College, and welcome to your first graphic design class. All course materials for this class can be accessed at <http://gds.parkland.edu/gds/108su> anytime anywhere.

If you are thinking of becoming a digital artist, this class is an important first step. In this foundation course, we will focus on learning the principles of the visual language while being introduced to the Adobe Creative Suite. By using shape, form, line and color, visual artists create compositions in the same way a writer might weave words and sentences together to create a story. We call this visual language “design principles” or “visual grammar.”

Although the computer is a very powerful tool, we have to remember that it is just a tool — not much different than a pencil or a paintbrush. Although we will be working in the Adobe Creative Suite, you will not be an expert by the end of the semester as that is not the goal of this class. But in future classes, we will be teaching you advanced creative methodologies, advanced software techniques and everything you need to know to be a successful digital artist. All you have to do is show up, participate in class, do the assignments to our specifications, and you will end up with a marketable portfolio that will get you jobs.

Since you are going to be hanging out in the same room with industry professionals, you may want to think of the next four semesters as an apprenticeship. It's your job to steal as much information from your teachers as possible.

I am aware that there are different students with different learning preferences. If you are having difficulties learning the material being presented in this class, I highly encourage you to see me during my office hours.

I have an open door policy, which means that anyone can come to see me at any time. However, appointments are strongly encouraged because you will have priority over those people without appointments.

My personal goal is to make sure that each and everyone of you have a fulfilling learning experience here at Parkland. Let's have a great time doing that.

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