



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

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To: GDS 108 Students  
From: Paul Young  
Subject: Welcome

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Netshare login:

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Welcome to Parkland College, and welcome to your first graphic design class. All course materials for this class can be accessed at [gds.parkland.edu/gds/108](http://gds.parkland.edu/gds/108) 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 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 tell a story. We call this visual language “design principles” or “visual grammar.” Learning this visual language is easy. Mastering it will take a lifetime.

Ever wonder why some art looks aesthetically pleasing while others just don't look right? The problem is usually because the artist failed to properly apply the principles of unity, emphasis or balance. Think of these principles as time-tested recipes that have always gotten good results. But like any recipe, these principles can be adapted to an artist's personal taste. In fact, learning when to apply these principles and when to break the rules is just as important.

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 absorb 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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