

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

---

---

COURSE OUTLINE

---

---

Course Title: RESEARCH I \_\_\_\_\_

Course Code No.: ADV 107-4 \_\_\_\_\_

Program: Advertising Art and Graphic Design \_\_\_\_\_

Semester: One \_\_\_\_\_

Date: September 1, 1989 \_\_\_\_\_

Author: Ken MacDougall \_\_\_\_\_

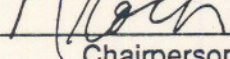
---

---

New: \_\_\_\_\_ Revision: XXX \_\_\_\_\_

---

---

Approved:  \_\_\_\_\_  
Chairperson Applied Arts

---

---

Date: August 29, 1989 \_\_\_\_\_

---

---



---

---

## ADV 107-4: RESEARCH I

---

---

---

### GOALS AND OBJECTIVES

---

Research, as the name implies, is purposely planned to enhance the background study required for thoughtful illustration.

The classes for illustration and figure work must be supported by an on going effort by the student to develop individual work habits. The purpose of practicing/working in sketch books in off-campus situations is not only to gather specific information about a particular subject, but also to assist the student in acquiring an individual style or identity. The great artists and illustrators of the past all worked continually in the area of research to increase the visual information they applied to their work. The early development and understanding of its importance is crucial in laying down a solid foundation for illustrative and design work.

Authenticity and professionalism reveal themselves in artwork that develops from a sincere and thoughtful research.

---

### EVALUATION

---

Students are expected to spend a **minimum of 3 hours per week** on or off campus on research related to RESEARCH I.

Sketch books will be evaluated twice during the semester - once before mid-term, and once before the end of the semester.

Evaluation criteria are quality and effort.

KM:rm  
August 25, 1989