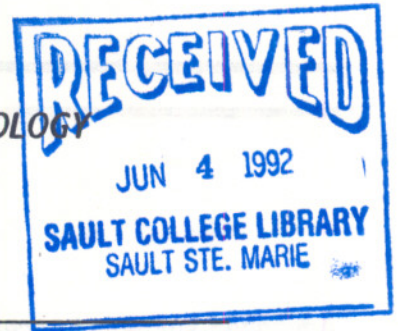


SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: PRODUCTION GRAPHICS III

COURSE CODE NO.: ADV 349-05

PROGRAM: ADVERTISING ART & GRAPHIC DESIGN

SEMESTER: 6

DATE: NOVEMBER, 1991

AUTHOR: KEN BRADFORD

NEW _____ **REVISION:** XXXXX

APPROVED : _____
DEAN, SCHOOL OF THE ARTS & GENERAL EDUCATION

DATE: 91- 12 - 10

GOALS AND OBJECTIVES

Advanced students concentrate on graduate portfolio development by producing their own camera ready business card/letterhead designs and self-promotional brochures. Students design and develop their own, personalized presentation of a cross-section of their best works over the course of their previous five semesters in the Program. All graphic imagery, typography, and layout is designed and produced by electronic and mechanical means via the computer and the graphics camera. Various reproduction methods will be explored. Emphasis is on the development of professional standards and attitude and the importance of producing top quality work.

SYLLABUS

Project # 1 - PROMOTIONAL FOLDER (Camera ready artwork):

Self-promotional folder design:

- 8 1/2 X 11 - must fold to fit inside envelope
- To include repros of student's work - done with graphics camera as Veloxes (screens)
- To include curriculum vitae/resume highlights (i.e. educational and work background)
- Black and one spot colour
- All type, artwork, and veloxes (screens) to be pasted up
- Student must do a complete layout dummy to sell customer

Project # 2 - LETTERHEAD LOGO (Camera ready artwork):

Self-promotional letterhead logo design:

- Letterhead on 8 1/2 X 11 stationery
- Business card - 2' X 3"
- Envelope - 4" X 9 1/2"

EVALUATION

Students will be evaluated by determining the **average grade of all assignments** executed in the course, according to the following format, used college-wide:

A +	(Numerical Equivalent 4.00)	-	Consistently Outstanding
A	(Numerical Equivalent 3.75)	-	Outstanding Achievement
B	(Numerical Equivalent 3.00)	-	Consistently Above Average Achievement
C	(Numerical Equivalent 2.00)	-	Satisfactory/Acceptable Achievement
I	(Numerical Equivalent 0.00)	-	Incomplete/Unsatisfactory Achievement
R	(Numerical Equivalent 0.00)	-	Repeat - objectives of course not achieved and course must be repeated

All assignments, as outlined in the syllabus, are required to be **successfully completed** to meet the objectives of the course. A missing assignment = course objective not achieved = "R" (Repeat) grade for the course. An incomplete assignment ("I" grade) is considered missing or outstanding until it is re-submitted.

Late and Incomplete assignments will be assigned a **maximum "C" grade**. Late and Incomplete assignments, which have been assigned "C" grades, cannot be re-submitted in an attempt for a higher grade. Other assignments (in the B and C category) are eligible to be re-submitted in an attempt to achieve a higher grade. Late assignments must be submitted on or before the following class/week. Incomplete assignments must be re-submitted on or before the next class/week. **Late / Incomplete assignments will not be accepted by the instructor beyond the one week extension**; these assignments will therefore be considered missing or **outstanding** = missing course objective = " R " (Repeat) grade for the course.

80% attendance is mandatory i.e. students must attend a minimum of 36 hours of a 45 hour studio course. A **maximum of 9 hours (or 3 classes) absent** will be tolerated; beyond this, a doctor's note must be provided, or an automatic "R" (Repeat) grade will be issued. This includes half classes missed (either before or after the break). Consistent lateness and leaving class early, without the instructor's permission, will also be taken into consideration towards the student's attendance record.

Note:

The instructor in the studio classroom encourages students to emulate the work ethics of the real workplace. As " professionals in training ", students are expected to act accordingly. Students who exhibit poor work attitudes and disrupt the working/learning environment of others will be asked to leave the studio and will be considered absent from class.

