SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY
Sault Ste. Marie,Ontario

COURSE OUTLINE

COMPUTER GRAPHICS II

Course Title: _____ _____

ADV 340-7

Course Code No._____

Advertising Art and Graphic Design

Program:_____

Five

Semester:_____

August 1996

Date:_____

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Author:_____

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New:_____ Revision:_____

Approved:_____

Dean, School of the Arts and General Education

ADV 340 -7: COMPUTER GRAPHICS II

Pre-requisites: Semesters I,II,III,IV-all courses successfully completed

GOALS AND OBJECTIVES:

This course is a continuation of computer graphics I. In this course the student will learn to combine two computer programs together, Aldus Freehand and Aldus Pagemaker.These are two of the main programs in the advertising industry. FreeHand is mainly an object orientated program while Pagemaker is layout and multi-page formatting. Along with these two programs the student will also explore a scanning program called Photoshop.They will learn to save scanned images in special formats enabling them to cross over to other programs.

LEARNING ACTIVITIES:

The student will :

1)   continue to manipulate equipment and software to produce graphic images and multi page formatting.

2)   effectively use colour distribution and blending.

3)   practice and refine preliminary paper roughs.

4)   make effective use of proper design pinciples.

5)   demonstrate impeccable craftmanship and presentation skills.

6)   work to their best ability within established timelines, as required in the graphics industry.

STUDENT PERFORMANCE OBJECTIVES:

1)   effectively design professional looking computer graphics

2)   make effective use of white space.

3)   personalize a font by using ' converting to paths '

4)   apply proper mixing procedures to coordinate with the colour printer.

5)   demonstrate the knowledge and ability to properly scan images and to place them in various programs.

6)   effectively use indents and tabs.

7)   effectively use' textwrap'.

8)   demonstrate the ability to cut, copy, and paste.

9)   make effective use of the master page.

10)   effectively interpret a 3-D object into a professional graphic interpretation.

11)   apply knowledge of custom fills for dramatic visual effects.

12)   make effective use of headings, illustrations, body texts, closing lines,
         and logos for well constructed and creatively designed ads.

13)   effectively demonstrate the four colour process.

* resource materials:
        There is a limited number of manuals available
        for the three progams explored in this course.

EVALUATION PROCESS / GRADING SYSTEM:

Assignments = 88 % of Final Grade

Assignments will constitute 88% of the student's final grade in the course. Assignments will be evaluated according to the following, in accordance with college policies:

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 2.40)	-	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 are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "R" (Repeat) grade for the course.

Incomplete and Late Assignments = 12 % of Final Grade

A maximum of 6 Incomplete and/or Late assignments total will be tolerated. A 7th Late and/or Incomplete assignment results in an "R" (Repeat) grade for the course. Each Late and Incomplete grade will deduct 2% from the final grade up to a maximum of 12%. Please note that Late preliminary studies (i.e. thumbnails, layouts, comprehensives, roughs, etc.) will be deducted 2% from the final grade also.

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.

Students have <u>one week</u> in which to submit Late or re-submit Incomplete assignments to the instructor to avoid an "R" (Repeat) grade for the course. Late assignments are due on or before the following class/week and Incomplete assignments are to be re-submitted on or before the class/week following the instructor's return of the Incomplete project to the student. The instructor will usually indicate on the back of the Incomplete project the date by which it should be re-submitted. A 2% deduction will take place for <u>each week</u> an assignment is late or each week an incomplete assignment is outstanding. These deductions are included in the 6 maximum allowed for the course up to 12%.

Preliminary Studies: Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, comprehensives, and preliminary layouts. These intermediate steps are evaluated by the "S" (Satisfactory) and "U"(Unsatisfactory) system and are submitted according to timelines established by the instructor. Preliminary studies must be evaluated as "satisfactory" in order to continue to the next step in an assignment. Note that late preliminary studies will result in a 2% grade reduction.

This policy simulates the commercial graphic art industry in that design projects require step-by-step approval of either the client or the art director or both and must be executed on time to exacting deadlines.

Attendance:
80% attendance is mandatory. A maximum of 3 classes absent (total 9 hours) will be tolerated; A student who is absent beyond 3 classes will receive an "R" (Repeat) grade for the course. This includes half classes missed (absent either before or after the "break").

A student who is late for a studio class will be assessed a half class absence. Late constitutes the arrival of a student anytime after the class has begun. A student who leaves a studio class early, without notifying the instructor, will be assessed a half class absence.

A student who submits a completed assignment before or at the beginning of a studio session in which that project is due, and does not attend or leaves the class, will not be considered absent for that class, provided that:

- the final step of the assignment has been completed satisfactorily
- all preliminary studies have been submitted satisfactorily within established timelines
- the completed assignment has been assessed as satisfactory for submission by the instructor

The student will be considered absent from the class the project is due if the project has not been submitted satisfactorily as per guidelines above. If submitting a project before the established deadline, always ensure that the assignment is submitted to the instructor in person and that the instructor has the opportunity to OK the assignment for submission (this helps to avoid Incomplete evaluations on assignments).

Final Grade:

The final grade will be assessed according to the following, in accordance with college policy:

Total Points:			Final Grade:
90	-	100	A +
80	-	89	A
70	-	79	B
60	-	69	C
0	-	59	R

NB - Students who receive no higher than C grades on assignments should note that 8% out of the total 12% for LATES and INCOMPLETES is required to achieve a passing grade (C = 60 %).

Students should ensure that all assignments, including preliminary studies, are in on time and that the instructor has seen the completed assignment _before_ it is submitted for evaluation to make sure that all instructions have been followed accurately.

If you are experiencing problems with the established timeline for some reason, please let the instructor know ahead of time. Allowances will be made for legitimate extenuating circumstances, at the discretion of the instructor.

Midterm("S" or "U"):

Midterm grades are "S" for Satisfactory progress, and "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.