

COURSE OUTLINE

**Sault College of Applied Arts and Technology
Sault Ste. Marie, Ontario**

Course Title:	<i>Experimental Media Techniques I</i>
Course Code #:	<i>ADV 102-4</i>
Program:	<i>Advertising Art & Graphic Design</i>
Semester:	<i>One</i>
Date:	<i>September 1997</i>
Previous Outline Date:	<i>September 1996</i>
Author:	<i>Ruth Morrison</i>

Total Credits:04 credits	Course Length:16 weeks
Total Class Hours:48 (3 hrs /wk)	Total Credit Hours:64 hours
Pre-requisite(s):	<i>College and program admission requirements.</i>

Dean Approval: <i>Judith Morrison</i>	Date: <i>June 1997</i>
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ADV 102-04 - EXPERIMENTAL MEDIA TECHNIQUES I

COURSE DESCRIPTION:

This course introduces graphic students to the process of making effective, creative images using a variety of traditional procedures, techniques, instruments, and media. Foundation exercises practiced at this level explore the use of line and tone to define form, perspective, texture, composition, balance, unity, and consistency. Some elements of colour theory are included such as the transposition of colour value to the grey scale. Emphasis is placed on the development of a solid foundation of design and rendering skills.

LEARNING OUTCOMES & ELEMENTS OF THE PERFORMANCE:

A) Learning Outcomes:

- 1) *Demonstrate the competent use of basic, traditional drawing and design instruments and media, using appropriate degrees of detail and quality.*
- 2) *Originate effective visual communications through the application of basic drawing, design, and colour theories and principles.*
- 3) *Develop and implement solutions to basic design problems.*
- 4) *Apply appropriate, effective, and professional practices in the classroom studio setting.*

B) Learning Outcomes and Elements of the Performance:

Upon successful completion of this course, the student will:

- 1) *Demonstrate the competent use of basic, traditional drawing and design instruments and media, using appropriate degrees of detail and quality.*

Potential elements of the performance:

- *Practice and refine the use of graphite and coloured pencil media in the development of rendering skills.*
- *Practice and refine the use of basic design media such as graphite rubbing and collage techniques.*

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- 2) *Originate effective visual communications through the application of basic drawing, design, and colour theories and principles.*

Potential elements of the performance:

- *effectively use the fundamental elements and principles of visual expression and communication (visual language) , including composition and visual priorities.*
- *practice and refine eye and hand co-ordination skills in rendering real-life subject matter.*
- *demonstrate knowledge of line art and continuous tone art.*
- *demonstrate the competent use of line and continuous tone to define shape, form, perspective, texture, composition, balance, unity, consistency.*
- *demonstrate competency in translating colour values to black and white (grey scale) values.*

- 3) *Develop and implement solutions to basic design problems.*

Potential elements of the performance:

- *demonstrate a command of the design process from research and analysis through to appropriate levels of presentation (e.g. thumbnails, layouts, comprehensives) to the final product (finished illustration board).*
- *execute designs according to instructions using traditional media.*
- *demonstrate analytical ability in problem solving re design parameters and limitations.*
- *render all preliminary studies (thumbnails, layouts, comprehensives) and final presentations using appropriate degrees of detail and quality.*

- 4) *Apply appropriate, effective, and professional practices in the classroom studio setting.*

Potential elements of the performance:

- *demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.*
- *demonstrate the ability to work within project restrictions and time limitations.*
- *make effective design presentations, as per instructor specifications regarding directions and quality.*

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TOPICS:

- 1) *Media - graphite pencil and stick, coloured pencil.*
- 2) *Techniques - graphite rubbing, collage.*
- 3) *Rendering skills - sighting techniques, grid system.*
- 4) *Basic elements of preparing artwork for design presentation approval purposes for client or art director (research, thumbnails, layouts, comprehensives of varying degrees of quality and detail).*
- 5) *Positive and negative space.*
- 6) *Variety of lines and their uses.*
- 7) *Continuous tone rendering technique.*
- 8) *Principles of organization for achieving compositional unity - balance, proportion, dominance, movement, economy.*
- 9) *Value - White on white/ black on black/ black, grey, white.*
- 10) *Definition of texture (different from pattern).*
- 11) *Translation of colour values to grey scale values.*
- 12) *Professional presentation techniques.*
- 13) *Professional practices.*

REQUIRED RESOURCES & MATERIALS:

The following items from the portfolio kit will be used throughout this course:

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|---------------------------|----------------------|
| - <i>drawing pencils</i> | - <i>scissors</i> |
| - <i>coloured pencils</i> | - <i>ruler</i> |
| - <i>graphite sticks</i> | - <i>tape</i> |
| - <i>glue</i> | - <i>compass</i> |
| - <i>X-acto knife</i> | - <i>cutting mat</i> |

Students will need to purchase # 27 illustration board, construction paper for cover stock, and matte board for presentation purposes for the drawing and design presentations throughout this course. These items are available in the college's Campus Shop.

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Most of the exercises in this course will require students to bring real life subject matter to the studio classroom from which to practice and refine their rendering skills. The instructor will advise students of required subjects and materials at least one week prior to the class in which the items will be needed.

COURSE EVALUATION

ASSIGNMENTS = 100 % of Final Grade

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

A+	(Numerical Equivalent 4.00)	-	Outstanding Achievement
A	(Numerical Equivalent 3.75)	-	Above Average Achievement
B	(Numerical Equivalent 3.00)	-	Average Achievement
C	(Numerical Equivalent 2.40)	-	Satisfactory/Acceptable Achievement
I	(Numerical Equivalent 0.00)	-	Incomplete/Unsatisfactory Achievement

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.

DEDUCTIONS - LATES & INCOMPLETES:

Lates:

- An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.
- A Late assignment is due within one week of the due date and will be penalized by a 5 % deduction from the final grade.
- A Late assignment submitted after the one week timeframe will be penalized 10 % each week it is overdue.
- Maximum grade for a Late assignment is " C ".
- A Late assignment which is not executed to a minimum C (satisfactory) level will be assigned an Incomplete grade with additional penalties outlined below.

Incompletes:

- An Incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory (C grade) level or in which the directions have not been followed correctly.
- An Incomplete assignment must be entirely re-done or corrected according to the instructor's specific instructions and re-submitted within one week.

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- An Incomplete assignment submitted within one week will be penalized by a 5 % deduction from the final grade.
- An Incomplete assignment submitted after the one week timeframe will be penalized 10 % each week it is overdue.
- Maximum grade for an Incomplete assignment is "C".

Preliminary Studies:

- Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, and preliminary composite 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.
- Late preliminary studies will be penalized in the same manner as Late assignments.

ATTENDANCE:

- 80% attendance is mandatory. A **maximum of 3 classes absent** (total 9 hours) will be tolerated.
- There will be a **10 % penalty** deduction from the final grade for each class missed after the maximum allowed of 3; a **5 % penalty** deduction will be assessed for half classes missed (before or after the break).
- A student who arrives any time after the class has begun will be assessed a **late** penalty of a half class missed - **5 %** deduction from final grade.

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

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- *It is the student's responsibility to ensure that all assignments, including preliminary studies, are submitted on time and that the instructor has seen the completed assignment before it is submitted to ensure that all directions have been followed correctly.*

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.

SPECIAL NOTES:

Homework:

Because this course is 4 credits delivered in a 3 hour supervised studio format, the equivalent of one hour per week minimum of homework will be expected outside the scheduled studio class.

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the students to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Prior Learning Assessment:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful demonstration of learning outcomes via the following:

- *transcript and course descriptions/outlines from another institution.*
- *interview and portfolio presentation.*