

COURSE OUTLINE

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

Course Title:	Graphic Design I
Course Code #:	ADV 104-4
Program:	Advertising Art & Graphic Design
Semester:	One
Date:	Fall 1997
Previous Outline Date:	September 1996
Author:	Ruth Morrison

Total Credits:04 credits	Course Length:16 weeks
Total Class Hours:48 (3 hrs /wk)	Total Credit Hours:64 hours
Pre-requisite(s):	College and program admission requirements. University admission requirements (Bachelor of Arts Fine Arts Studies Degree Program)

Dean Approval: <i>Judith Morrison</i>	Date: <i>May /97</i>
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ADV 104-04 - GRAPHIC DESIGN I

COURSE DESCRIPTION:

This course is an introduction to fundamental two-dimensional design basics and colour theory. Students are introduced to various design instruments, media, and methods to produce effective design presentations. Emphasis is placed on the development of professional practices and the development and refinement of creative, technical, problem-solving, and presentation skills.

LEARNING OUTCOMES & ELEMENTS OF THE PERFORMANCE:

A) Learning Outcomes:

- 1) Demonstrate the competent use of basic, traditional, technical design instruments and media.*
- 2) Originate visual communications through the application of basic 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, technical design instruments and media.*

Potential elements of the performance:

- determine the correct consistency of acrylic paint for loading and using the ruling pen instrument successfully on illustration board.*
- practice and refine the use of inking edges on the following instruments with the ruling pen to create basic square, rectangular, triangular, circular, and free-form design shapes: ruler, set square, french curves, flexible curve, compass.*
- practice and refine the use of paint brush and acrylic paint to apply several light coats of paint to fill the design shapes so they appear flat, consistent, and clean.*

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

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Potential elements of the performance:

- *effectively use the fundamental elements and principles of visual expression and communication (visual language) , including composition and visual priorities.*
- *effectively use basic colour terminology and theory using traditional media.*
- *apply knowledge of basic design principles to begin evaluating one's own work.*

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) to the final product (finished illustration board).*
- *execute designs according to instructions using traditional media.*
- *demonstrate analytical ability in problem solving re design parameters.*
- *render thumbnails, 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.*

TOPICS:

- 1) *Media - design instruments and materials.*
- 2) *Elements of design - line, shape, value, colour.*

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- 3) *Picture plane - positive/negative space.*
- 4) *Principles of organization for achieving compositional unity - balance, proportion, dominance, movement, economy.*
- 5) *Basic colour theory - the colour wheel; primary, secondary, tertiary colours; warm and cool colours; analogous and complementary colours; tints and shades; colour value.*
- 6) *Professional presentation techniques.*
- 7) *Professional practices.*

REQUIRED RESOURCES & MATERIALS:

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

For preliminary design studies:

*coloured pencils
markers
bond paper
colour compass*

For finished design presentations:

*ruling pen compass
set squares acrylic paints *
french curves paint mixing tray
flexible curves paint brushes
ruler*

** Note: Due to the lack of proper health and safety features of the design studio, no oil based paints are to be used in this course. Only water based acrylic paints will be used.*

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

Research:

Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copyright laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

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 one week 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 each week 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.

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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 %).*

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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 Coordinator 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.*

