

**COURSE OUTLINE**

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

**Course Title:** \_\_\_\_\_ *Research I*

**Course Code #:** \_\_\_\_\_ *ADV 107-4*

**Program:** \_\_\_\_\_ *Graphic Design*

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

**Date:** \_\_\_\_\_ *Fall 1997*

**Previous Outline Date:** \_\_\_\_\_ *September 1996*

**Author:** \_\_\_\_\_ *Ken Bradford*

**Total Credits:** .....04 credits      **Course Length:** .....16 weeks  
**Total Class Hours:** .....00 unsupervised      **Total Credit Hours:** ....64 hours

**Pre-requisite(s):** College and program admission requirements.

**Dean Approval:** \_\_\_\_\_      **Date:** \_\_\_\_\_

## ADV 107-04 - RESEARCH I

### GOALS AND OBJECTIVES

Research is an important function to the Graphic Artist. It is a gathering of vital information in both visual and written form which assists the artist/designer in carrying out the authenticity of illustrative & graphic design assignments. This is an independent study process which helps the student to develop proper methods of solving design problems.

### SYLLABUS

The illustrations for this semester will be based on the study, research, and rendering of the following ideas:

**1) RUNNING**

To be completed for a deadline date of :

**2) EXPLORING**

To be completed for a deadline date of :

**3) CROWD**

To be completed for a deadline date of :

Approximately 5 weeks are allowed per research illustration. Since Research is 4 credits, the student is expected to spend the equivalent of 4 hours per week X 5 weeks = 20 hours minimum per project.

Illustration to be rendered on a single sheet of bond drawing paper with a 2" immaculate border around the outside. Marks will be deducted for trimming the image area and fixing to another sheet of paper.

The perimeter of the image must be sharp and clean where it meets the border area.

No holding line to enclose the artwork or define the margin area.

The medium is graphite (pencil) and spray fixed

No cover stock is necessary when spray fixed

The rendering must substantially fill the drawing area and should utilize the continuous tone drawing techniques explored in a full tonal range.

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The research component should be arrived at via original sketches or photographs or from visual aids such as books, magazines, and other publications. **DO NOT COPY** - utilize visual aids only to assist in recreating **your original concept** for the illustration.

Do **not** include the title word on the front of the rendering. Your concept should speak for itself. Your name and the title should appear only on the back of the drawing.

### EVALUATION

The evaluation of each rendering will be based upon the following criteria:

- Instructions followed correctly?
- Successful interpretation of the stated theme?
- Minimum of 20 hours work?
- Originality and creativity
- Composition
- Range of tonalities
- Overall detail and quality of presentation

### 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:

<b>A+</b> ( Numerical Equivalent 4.00 )	- Outstanding Achievement
<b>A</b> ( Numerical Equivalent 3.75 )	- Above Average Achievement
<b>B</b> ( Numerical Equivalent 3.00 )	- Average Achievement
<b>C</b> ( Numerical Equivalent 2.40 )	- Satisfactory/Acceptable Achievement
<b>I</b> ( 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.

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- 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
- 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".

**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

**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.