

**COURSE OUTLINE**

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

<b>Course Title:</b> _____	EXPERIMENTAL MEDIA III
<b>Course Code #:</b> _____	ADV 202-4
<b>Program:</b> _____	Graphic Design
<b>Semester:</b> _____	Three
<b>Date:</b> _____	September 1997
<b>Previous Outline Date:</b> _____	September 1996
<b>Author:</b> _____	Ruth Morrison

<b>Total Credits:</b> .....04 credits	<b>Course Length:</b> .....16 weeks
<b>Total Class Hours:</b> .....48 ( 3 hrs /wk )	<b>Total Credit Hours:</b> ....64 hours
<b>Pre-requisite(s):</b> Experimental Media II Lettering II Graphic Design II Illustration II	

<b>Dean Approval:</b> _____	<b>Date:</b> _____
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**ADV 202-04 - EXPERIMENTAL MEDIA III**

**Total credit hours:** 4

**Pre-requisites:** Illustration II, Experimental Media II, Lettering II, Graphic Design II

**PHILOSOPHY/GOALS:**

The objective of this course is for the participant to experiment and express new concepts by way of creative thinking and innovative use of media. Emphasis will be placed on both the accurate and creative interpretation of the human figure.

**STUDENT PERFORMANCE OBJECTIVES:**

At the successful completion of this course, the student will be able to:

- 1) creatively interpret the human figure in various time frames.
- 2) correctly interpret the proportions of the human figure.
- 3) creatively experiment with various traditional and nontraditional media in the interpretation of the human figure and other subject matter.
- 4) analyze the activity of space and the dynamics of composition in a chosen piece of two-dimensional art work.
- 5) demonstrate impeccable craftsmanship and presentation skills.
- 6) demonstrate professional work habits in the development of thumbnail design concepts, research, rough layouts, and finished art work.
- 7) work to his/her best ability within established timelines, as required in the graphics industry.

**COURSE EVALUATION**

**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:

<b>A+</b>	( Numerical Equivalent 4.00 )	-	Consistently Outstanding
<b>A</b>	( Numerical Equivalent 3.75 )	-	Outstanding Achievement
<b>B</b>	( Numerical Equivalent 3.00 )	-	Consistently Above Average Achievement
<b>C</b>	( Numerical Equivalent 2.40 )	-	Satisfactory/Acceptable Achievement
<b>I</b>	( Numerical Equivalent 0.00 )	-	Incomplete/Unsatisfactory Achievement
<b>R</b>	( 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 & 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.

**NOTE:** 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**.

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.

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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 %).

Please make sure that all your assignments, including preliminary studies, are in **on time** and that the instructor has seen the completed assignment **before** you submit 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.