

**COURSE OUTLINE**

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

<b>Course Title:</b> _____	<i>RESEARCH III</i>
<b>Course Code #:</b> _____	<i>ADV 217-4</i>
<b>Program:</b> _____	<i>Graphic Design</i>
<b>Semester:</b> _____	<i>Three</i>
<b>Date:</b> _____	<i>September 1997</i>
<b>Previous Outline Date:</b> _____	<i>September 1996</i>
<b>Author:</b> _____	<i>Ruth Morrison</i>

<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> <i>Experimental Media II</i> <i>Research II</i> <i>Illustration II</i>	

<b>Dean Approval:</b> _____	<b>Date:</b> _____
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## ADV 217-04 - RESEARCH III

### 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 assignments for this semester will be based on the study, research, and rendering of the following ideas. Each rendering must include the title word in clean, white type (no holding line) with dimensions complementary to the size of the rendering's elements. An existing font style from the lettering text must be used.*

#### 1) WATERFRONT

*This rendering should visually communicate the St. Mary's River waterfront.*

*To be completed for a deadline date of **OCTOBER 7, 1997.***

#### 2) BUSHPLANE MUSEUM

*This rendering should visually communicate Sault Ste. Marie's Bushplane Museum.*

*To be completed for a deadline date of **NOVEMBER 11, 1997.***

#### 3) MALL MONTAGE

*This rendering should visually communicate one of Sault Ste. Marie's malls.*

*To be completed for a deadline date of **DECEMBER 9, 1997.***

*Approximately 5 weeks are allowed per project. 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.*

*Project 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.*

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*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), spray fixed.*

*No cover stock is necessary when spray fixed.*

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

*The research component should be arrived at via original sketches at real life sites or from the student's own photographs of sites.*

*Include the title word on the front of the rendering in clean, white type with no holding line. Dimensions should be complementary to the size and elements of the rendering. Students will not create their own font style; use only existing fonts from the lettering text.*

## 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 evident?*
- *Originality and creativity*
- *Composition*
- *Tonalities*
- *Overall quality of presentation*

*The final grade will be an average of the grades for the three required renderings. All three renderings must be submitted by the due dates. There will be a deduction of 2% for each late and incomplete. Lates and Incompletes are due within one week. Please note that C grades for assignments results in 60% = C final grade; 2% deductions for lates and incompletes in this circumstance will result in a failing (R) grade.*