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I. COURSE DESCRIPTION:

This is a continuation of Production Graphics I to a more advanced level. Major emphasis will be put on the graphics camera, its chemicals and developing methods as well as proper dark room procedures. Enlarging and reducing images will be explored along with various lens settings and light timing procedures.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Practice and refine proper design procedures in creating highly effective one and two colour newspaper and magazine ads.

Potential Elements of the Performance:

- ◆ Demonstrate proper placement of headings, body text, columns, illustrations and logos.
 - ◆ Effectively use white space as a strong design element.
 - ◆ Distinguish between positive and negative spacial areas.
 - ◆ Demonstrate professional presentation skills.
 - ◆ Make effective use of tonal applications in order to render effective layouts.
2. Demonstrate a professional skill in converting half tone renderings into line art.

Potential Elements of the Performance:

- ◆ Effectively use the transparent film technique to render illustrations in ink.
- ◆ Practice and refine pen and ink applications to improve on renderings.
- ◆ Apply proper knowledge in being able to distinguish between

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dark, medium and light values.

- ◆ Determine the proper graphic camera procedures in executing high quality photo mechanical transfers.

3. Create personalized brushstyle logos.

Potential Elements of the Performance:

- ◆ Demonstrate a high degree of creativity in composing unusual, unique, and eye catching lettering.
- ◆ Execute skilled professional thinking in expressing the meaning of a word in a new creative way.
- ◆ Practice and refine clean crisp presentations.

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.

III. TOPICS:

1. The importance of design as a sound foundation to effective and creative layouts.
2. Proper presentation procedures.
3. 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).
4. Developing effective visual communications through the proper use

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of tonal values and colour distribution.

5. Professional practices

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

The following items will be used throughout this course:

For preliminary design studies: presentations:

coloured pencils
graphite pencils
bond paper
layout paper

For finished design

mat board
illustration board
cover stock
masking tape
photo mechanical transfer paper

* 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 or # 5 illustration board, construction paper for cover stock, and matte board for presentation purposes for all the commercial design presentations throughout this course. These items are available in the college's Campus Shop.

V. EVALUATION PROCESS/GRADING SYSTEM:

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00

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CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field placement or non-graded subject areas.
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.

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:

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 will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the final grade.
- 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.

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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 will be penalized by a 5 % deduction from the final grade.
- Maximum grade for an Incomplete assignment is " C ".
- Incomplete assignments not submitted within the one week timeframe will be subject to 5 % late deductions for each week they are overdue.

Preliminary Studies:

- All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.
- These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.
- Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

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).

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- 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.

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.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism

Students should refer to the definition of "academic dishonesty" in *Student Rights and Responsibilities*. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course as may be decided by the professor. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

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VII. 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 completion of the following:

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.