

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** ILLUSTRATION THREE

**CODE NO. :** ADV 201

**SEMESTER:** Fall 2001

**PROGRAM:** GRAPHIC DESIGN

**AUTHOR:** RITCHIE DONAGHUE

**DATE:** JUNE 2001 **PREVIOUS OUTLINE DATED:**

**APPROVED:**

\_\_\_\_\_  
DEAN

\_\_\_\_\_  
DATE

**TOTAL CREDITS:** 6 credits

**PREREQUISITE(S):**

**HOURS/WEEK:** 3 hours in class per week

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*For additional information, please contact  
School of Engineering Technology and Trades  
(705) 759-2554, Ext. 485*

**I. COURSE DESCRIPTION:**

This course is a hands-on class that requires students to develop more advanced illustration techniques. Students will be asked to analyze various problems and present illustrative designs that offer insightful and provocative editorial solutions. Most illustration projects will also require completion of the illustrations as a complete design. These complete designs will be both editorial and advertising specific. Students will also develop illustrations that can be animated or digitally manipulated in the Winter 2002 term (Illustration Four)

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

1. **Demonstrate the ability to render effective illustrations in colour format using various dry media that are suitable for commercial reproduction.**

Potential Elements of the Performance:

- Utilization of various mediums that are suitable for commercial usage
- Refinement in the proper usage of mediums for project presentation and project development

2. **Understand and develop stylistic illustrative techniques.**

Potential Elements of the Performance:

- Understand and utilize naturalistic illustrative techniques
- Develop individual stylistic illustrative methods
- Begin development of animated or sequential illustrations
- Develop the ability to express the purpose of specific design or illustrative interpretation

3. **Develop advanced usage of one and two point perspective within the context of packaging or point of purchase illustrative designs**

Potential Elements of the Performance:

- Develop an effective and accurate means of depicting three dimensional objects or space with two dimensional rendering

4. **Develop finished illustrations for digital manipulation**

Potential Elements of the Performance:

- Understand the limits and possibilities for digital manipulation.

5. **Appropriate time management and studio habits**

**Potential Elements of the Performance:**

- Develop organizational skills such as scheduling, prioritizing and time management within specific project oriented boundaries

**III. TOPICS:**

1. Media – design and illustration instruments and materials
2. Figurative representation
3. Illustration for packaging and point of purchase
4. Sequential illustration
5. Story boarding
6. Compositional development

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

*No textbooks required*

**Research:**

Students should bring their basic art supplies as purchased in their art supply kit to every class. Students will be given advance notice as to additional materials on a per project basis. Students must come to class with the proper materials to work in class weekly.

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 copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

## V. EVALUATION PROCESS/GRADING SYSTEM:

### **ASSIGNMENTS = 100 % of Final Grade**

*Five 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: Most assignments will be in-class with additional work required to be completed outside of class*

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
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory 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 &amp; 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 not been possible for the faculty member to report grades.	

**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/program, as may be decided by the professor/dean. 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.

**Course outline amendments:**

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.

*<include any other special notes appropriate to your course>*

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**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.

**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.

**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.

**Homework:**

Because this course is 6 credits delivered in a 3 hour supervised studio format, the equivalent of 6 hour per week minimum of homework will be expected outside the scheduled studio class

**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 6 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).
- 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.

