

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: EXPERIMENTAL MEDIA

CODE NO. : ADV 1020 **SEMESTER:** Fall 2002

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: JULY 2002 **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 traditional illustrations using a variety of media. Students will also develop conceptual work that answers a number of specific questions and methods of illustrative techniques. The course will require students to develop a much more extensive visual vocabulary, therefore allowing students to develop more varied solutions to visual and/or verbal problems. Students will be asked to look at and analyze varied pictorial methods and consider their usage. There will be considerable emphasis on figurative representation (the human body)

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Use a minimum of four mediums to render effective illustrationsPotential Elements of the Performance:Potential Elements of the Performance:

Effectively analyze visual problems and develop the competency to develop varied solutions. Analyze and implement visual solutions that are outside the common expectance

2. Understand and utilize three methods of figurative representationPotential Elements of the Performance:

- Understand and utilize three methods of figurative representation. These methods will use montage, continuous tone and line
- Apply the use of line and tone to define shape form, texture, composition, balance, unity and consistency

3. Develop a rationale problem solving method using analysis, incubation of thought, inspiration of technical execution and verification of resultsPotential Elements of the Performance:

Develop a more varied and competent means of developing pictorial materials on a project based outcome

4. Develop stylized illustrations based on naturalistic studiesPotential Elements of the Performance:

- Compile varied studies from life that can be used for stylistically interpretive illustrations

5. **Create theme based design solution**

Potential Elements of the Performance:

- Develop illustrations that will offer varied editorial interpretations
- Develop illustrations using three different mediums and degrees of stylization.

III. TOPICS:

1. Line and tone
2. Scale and priority
3. Harmony and opposition
4. Rhythm and harmony
5. Pattern and texture
6. Objective vs. non-objective pictorial matter

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

Eight 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 & 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.

