

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Studio Research II

CODE NO. : ADV 3320-03 **SEMESTER:** Five

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: Sept 2002 **PREVIOUS OUTLINE DATED:** May 2000

APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS: 3 credits

PREREQUISITE(S): None

Hours /Week 3 hours
unsupervised

Copyright ©2000 The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.
For additional information, please contact
School of Engineering Technology and Trades
(705) 759-2554, Ext. 485

Course Name

Code No.**I. COURSE DESCRIPTION:**

This independent study studio course allows students to research and discover information related to the business of graphic design.

With information gleaned from materials developed by the Association of Registered Graphic Designers of Ontario and other sources students will explore the business of design and complete assignments intended to enlighten new ways of thinking regarding developing a design business and dealing with clients and other various support agencies.

This course will be run in conjunction with Computer Graphics 3.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate an understanding of the graphic design profession. They will also be able to develop an understanding of becoming a design consultant, rules of professional conduct, intellectual property rights and the basics on how to administer a design business.

1. Develop a sound understanding the graphic design profession
Potential Elements of the Performance:
 - define graphic design
 - develop an understanding of areas of specialization
 - develop strategies to find work as a graphic designer
2. Develop an understanding of the basic Principles of design consulting
Potential Elements of the Performance:
 - develop an awareness of building client relationships
 - practice delivering presentations and participating at meetings
 - develop strategies as to pricing services
 - create a proposal or estimate documents, including resumes
 - develop an understanding of design related billing practices
3. Demonstrate an understanding of the Rules of professional conduct
Potential Elements of the Performance:
 - develop an understanding of the rules of professional conduct as defined by RGDontario
4. Demonstrate an understanding of Intellectual property rights
Potential Elements of the Performance:
 - demonstrate an understanding of ; trademark, copyright, moral rights, and electronic rights
5. Develop an understanding of how to Administer a design business
Potential Elements of the Performance:

 Course Name

 Code No.

- develop strategies as to starting out in business
- demonstrate an understanding of methods to manage and expand your business
- 6 Demonstrate a knowledge of marketing basics
 - Develop an understanding of marketing strategies, target marketing and communicating the marketing message.

III. TOPICS:

1. Graphic design profession
2. Areas of specialization
3. Finding work
4. Design consulting
5. Professional conduct
6. Intellectual property rights
7. Marketing basics
8. Design business administration

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

The business of graphic Design , A professional's handbook
 Developed by RGD Ontario ISBN 0-9688734-2-1

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course.

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%	2.40
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field	

Course Name

Code No.

U	placement or non-graded subject areas. 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 been impossible 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, 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.

Course Name

Code No.**Assignment Grading Breakdown**

This is an unsupervised course. Discussion on the content of this class will take place during the Computer Graphics 3 sessions as required. All assignments in this course are assigned during the computer graphics 3 sessions and will be completed during unsupervised time.

Assignments will take the form of reports and projects and will be graded according to the following schedule.

Please refer to individual assignment sheets for evaluation criteria on each assignment.

Assignment 1 (copyright and the design profession) 20% of final grade

Assignment 2 (proposals and 'pitching' ideas) 20% of final grade

Assignment 3 (professional conduct) 20% of final grade

Assignment 4 (setting up and marketing a business) 40% of final grade

Deductions – Lates and Incompletes**Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 5% deduction for each week that it is late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from 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 resubmitted 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.

:

Course Name

Code No.

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:

- Transcript and course descriptions/outlines from another institution
- Interview and portfolio presentation

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.