

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: RESEARCH THREE

CODE NO. : ADV 217

SEMESTER: 1

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: 03F

PREVIOUS OUTLINE DATED:

APPROVED:

DEAN

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): ADV107

HOURS/WEEK: 4

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I. COURSE DESCRIPTION:

This course is an independent study that asks students to analyze various visual problems and develop finished illustrations that answer specific editorial questions. Research is a critical function in the development of effective design or illustration. Students are asked to examine three problems and present visual solutions using specific mediums. Students are encouraged to approach all problems from varied viewpoints and present ideas that are specific to a demographic market or specific readership.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Demonstrate the competent use of three traditional illustration mediums to render effective illustrations.**Potential Elements of the Performance:**

- Practice and refine the interpretation of various themes using traditional media.
- Practice and refine the competent use of various media in full colour

2. Originate effective visual communication through the application of design aesthetics – harmony, contrast, balance, opposition, rhythm, texture, tone, scale and composition**Potential Elements of the Performance:**

- Understand and utilize the medium as a means of editorial expression
- Demonstrate an ability to use continuous tone and colour theory to render a specific editorial solution

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

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

4. Develop verbal and physical presentation skills**Potential Elements of the Performance:**

- Develop a rapport when presenting design solutions and the ability to accept and objectively analyze criticism.

5. **Project Management**

Potential Elements of the Performance:

- Develop working methods to develop and execute more extensive projects.
- Demonstrate the ability to properly manage time over a more extended project
- Develop the ability to finish a project with clarity of thought and conviction of intent.

III. TOPICS:

Each student will develop a visual solution that examines the following topics, specific project parameters will be given with the introduction of the project.

1. **MOVEMENT**

To be completed by the deadline of Thursday, October 16, 12:30 pm

2. **TWO METAPHORS**

To be completed by the deadline of Thursday, Nov 13, 12:30 pm

3. **CLARITY**

To be completed by the deadline of Thursday, Dec 11, 12:30 pm

- Each student is expected to spend a minimum of 20 hours on each project.
- Students must follow specific instructions as outlined on supplemental hand out given at the introduction of each assignment
- Preliminary sketches must be handed in with the final solutions.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

No textbooks required

Research:

Students should work with their basic art supplies as purchased in their art supply kit. Students will be given advance notice as to additional materials on a per project basis.

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 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:

<give breakdown of tests/assignments and their weights relative to calculating the final 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%	2.00
F (Fail)	59% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

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.

