

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: EXPERIMENTAL MEDIA

CODE NO. : ADV102 **SEMESTER:** FALL 2005

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: AUGUST 2005 **PREVIOUS OUTLINE DATED:** AUGUST 2004

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 C. Kirkwood, Dean
School of Technology, Skilled Trades & Natural Resources
(705) 759-2554, Ext.2688*

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 illustrations**
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 representation**
Potential 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 results**
Potential 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 studies**
Potential 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.
6. **Utilize effective reference materials**
Potential Elements of the Performance:
 - Develop research methods for compilation of reference materials

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
7. Figurative representation and stylization

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

Ten 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:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 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.