

I. COURSE DESCRIPTION:

This course is a continuation of Design 2. Students will use a variety of software packages in conjunction with each other to create visual communications such as book covers, editorial design, and advertising design. Students will learn concepts in consistency, grid systems, design process, and print vs. web application.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Create effective page layoutsPotential Elements of the Performance:

- Demonstrate the ability to properly set column widths based on size of text and the use of the grid system
- Demonstrate an ability to use visual information hierarchy
- Practice and refine the use of indents and tabs.
- Demonstrate an ability to use the styles palette for consistency
- Demonstrate an ability to balance text and imagery on a page layout

2. Incorporate system design using a variety of software packagesPotential Elements of the Performance:

- Demonstrate the proper selection of available software to complete a specific application.
- Show an ability to use available software in conjunction with one another to complete projects
- Show the ability to create effective and original artwork that creates a consistent overall design
- Combine text & graphics to create an original design
- Use design elements over an array of promotional pieces to create a unified and specific look

3. **Understand the technical requirements/limitations of specific applications**

Potential Elements of the Performance:

- Demonstrate an ability to select correct scanner settings.
- Determine the correct image size in relationship to the layout.
- Apply proper RGB, Gray scale, or Line art settings.
- Understanding Print vs. web - colour and resolution restrictions.
- Describe the differences between RGB and CMYK and when to use them.
- Understand the use of columns and gutters, and grid layout.
- Demonstrate an ability to select correct Type sizes/families, and Display type vs. text type.
- Master the use of the styles sheet to set alignment, paragraph space, tabs, indents, and character settings.

4. **Develop and implement solutions to basic design problems.**

Potential Elements of the Performance:

- Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.
- Demonstrate the ability to work within project restrictions and time limitations.
- Make effective design presentations, as per instructor specifications regarding directions and quality.
- Document steps taken within the design process to enable the development of sound design approaches.

III. TOPICS:

1. Text layout and formatting
2. Elements of design
3. Print vs web design
4. File formatting and file management
5. Intro to advertising - consistency in design
6. Intro to system designs - book design, editorial design
7. Proper scanning techniques
8. Professional practices and presentation techniques
9. Software use - when to use applications and how to use them together
10. Design Process – formalization of identifying problem, analysis, possible solutions, presentation to clients

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will need a back up device/media to safe keep their work ei. CD-R, USB Memory stick, iPod.

Students will be required to purchase matte board and cover stock as assignments warrant.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade

Final evaluation for this course will be a letter grade as outlined below. Assignments will be weighted equally and will constitute 100% of the student's final grade. A missing assignment is equivalent to course objectives not achieved which results in an "F" (fail) grade for the course

The following semester grades will be assigned to students in postsecondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% 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.	

DEDUCTIONS – LATES AND FAILS

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's 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 D (satisfactory) level will be assigned a fail grade with additional penalties outlines below.

Fail:

A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is "C"

Failed assignments not submitted within the one week timeframe will be subject to 5% late deductions for each week they are overdue.

Attendance:

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.

i.e. 4 classes missed = 10% deduction from final grade

5 classes missed = 20% deduction from final grade

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.

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 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.

Research:

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.

Homework:

This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

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.

Course Expectations:

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence

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Reclaiming and Retaining Past Assignments

For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

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.