

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: RESEARCH THREE

CODE NO. : ADV217 **SEMESTER:** FALL 2007

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: JUNE 2007 **PREVIOUS OUTLINE DATED:** AUGUST 2006

APPROVED:

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TOTAL CREDITS: 4 CREDITS

PREREQUISITE(S): ADV 111, ADV 117

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. These projects will also ask students to develop sequential illustrations that will be re-examined in Illustration IV as digital solutions. Students will also be responsible for weekly sketchbook assignments developing drawings that demonstrate the understanding of a new word or subject.

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 advanced traditional illustration mediums to render effective colour 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, colour, 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 methods at an advanced level, specifically to a set demographic market**
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.

6. **Utilize effective reference materials**

Potential Elements of the Performance:

- Develop research methods for compilation of reference materials

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 date noted on project brief

2. **TEMPTATION**

To be completed by the date noted on project brief

3. **ACTION/REACTION**

To be completed by the date noted on project brief

- 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.

4. **SKETCHBOOKS**

Sketchbook assignments will be completed on a weekly basis.

Students will be asked to develop two drawings illustrating a particular word.

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

Three major assignments will constitute 75% of the student's final grade in this course. The remaining 25% will be the completion and assessment of students' sketchbooks. 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

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.

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 sessions and a notice will be posted at the front of the classroom noting that the assignment has been returned. 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

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

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool..

Substitute course information is available in the Registrar's office.

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.