SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE: Design 5

CODE NO. : ADV 348-08 **SEMESTER:** 5

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: June 2007 **PREVIOUS OUTLINE DATED:** June 2006

APPROVED:

_____ _____
DEAN **DATE**

TOTAL CREDITS: 8 credits

PREREQUISITE(S): ADV 248

HOURS/WEEK: 3 hours class time per week

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I. COURSE DESCRIPTION:

This course is a continuation of Design 4.
Participants develop further experience in applying
various techniques learned in previous semesters.
Emphasis is placed on solving very complex design
problems while exploring areas of design specialization
such as but not limited to advertising, packaging,
branding, environmental graphics, and editorial design
as well as portfolio building.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify design problems, plan and document design
   solutions

   Potential elements of the performance
   - Use provided documentation structure to document
     design
     problem statements
   - Develop a project plan to guide design research
     and creativity
   - Demonstrate an ability to follow plan to achieve
     creative
     solutions, document design process and record
     sources for design research
   - Demonstrate an ability to defend design
     solutions by
     communicating a design rationale for any design
     project.
   - Demonstrate an ability to include user testing
     methods as
      required in design process and document the
     results.

2. Demonstrate the ability to produce consistent
   visual solutions on multifaceted projects
   Potential Elements of the Performance:
   - Distinguish between software packages and make
     appropriate decisions as to what software is to
     be used to complete the project efficiently
   - Create design elements to be applied
     consistently across a campaign
   - Create rules of use for design elements such as
     in a graphic standards manual
   - Demonstrate analytical ability in problem
     solving regarding technological and design

parameters and their limitations.

3. Demonstrate the ability to use design principles effectively and be able to create those designs in a manner that is reproducible
   - Demonstrate the use of classic design principles covered in other semesters including balance, proportion, unity, sequence and contrast
   - Demonstrate an ability to create designs for reproduction using skills learned in previous semesters as well as organize files for electronic output
   - Demonstrate the ability to define and work within technological and project restrictions and time limitations
   - Make effective design presentations as per instructor specifications regarding project directions and craftsmanship

4. Successfully manage large projects that encompass multiple design and illustration disciplines
   <u>Potential Elements of the Performance</u>:
   - Demonstrate the ability to sufficiently research an assignment to understand the content of the assignment, the target audience, production restrictions
   - Apply research skills to search out and examine similar existing design solutions for comparison
   - Practice and develop time management and project management skills
   - Develop project presentations that encompass a variety of disciplines such as page layout, illustration, design, production graphics
   - Render preliminary stages to communicate ideas effectively to others

5. Apply appropriate, effective, and professional practices in the classroom studio setting.
   <u>Potential Elements of the Performance</u>:
   - 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.
   - Demonstrate an ability to accept constructive critisicm and implement suggested changes to design projects

III.   TOPICS:

1. Research and design documentation skills
2. Application of consistent typographical treatments to multi page documents
3. Application of design principles and practices to packaging corporate image, and advertising assignments
4. Effective use of research skills to define creative parameters of projects
5. Effective communication to target markets
6. Effective use of planning stages and time management
7. Creating professional presentations and Project management
8. Professional practices
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IV. **REQUIRED RESOURCES/TEXTS/MATERIALS:**
Students will be required to use a variety of tools and supplies based on their individual approach to solving a design problem. Items from the portfolio kit purchased in semester 1 may be used as well as additional supplies can be purchased from the campus shop or local office supply stores
It is encouraged that students incorporate the use of digital cameras, and file transfer media such as CDR, iPods, or memory sticks to move files from home computer environments to the mac lab and to outside print sources.

Required text:

Although there is no formal text for this course students will be expected to use library resources as their individual creative and design choices dictate.

V. **EVALUATION PROCESS/GRADING SYSTEM:**
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:
This course will be evaluated in terms of a letter grade indicating overall performance in this class. All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "F" (Fail) grade for the course.

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Assignment breakdown
Process stages
Assignment 1 developmental stages
15%
Assignment 2 developmental stages
15%
Assignment 3 developmental stages
20%
Portfolio finals 3 projects=
50%
assignments = 100% of grade
average
/100
deductions (late assignments (-5%/week),
absents over 3 (-10/class missed))
-%
final grade*
% - see course outline for grade equivalent.
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2   The following semester grades will be assigned to students:

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.

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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.

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.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student
Code of Conduct*. 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.
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. 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

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.

Deductions – Lates and F grades

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 its late. The total late penalty Will be deduced 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 an F grade with additional penalties outlines below.

Fail (F) grades
A failing grade 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 failing grade assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within a timeframe specified by the Professor.

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

Maximum grade for a resubmitted failing grade assignment is "C"

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Failed (F grade) assignments not submitted by the
specified deadline
will be subject to 5% late deductions for each week
they are overdue.

Homework
This is an eight credit course delivered in a  3 hour
format. A minimum of five hours homework per week can
be expected with more time needed on larger
assignments.
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Attendance
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Significant learning takes place within the classroom
environment. It is imperitive that student attend and
be present for each class in its entirety.
A total of three absences will be tolerated during the
semester with no penalty.  It is the student's
responsibility to catch up on missed work.
Absences in excess of three per semester will be
penalized by a 10% deduction from the final grade for
each class missed.
Attendance will be taken by the professor at the start
of each class and at the midpoint of each class.
Students leaving class early will be considered absent
for one half class. Students arriving to class after
the opening lecture given at the start of each class
will also be considered absent for half of a class.
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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.