

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Design 5  
**CODE NO. :** ADV 348 **SEMESTER:** 5  
**PROGRAM:** Graphic Design  
**AUTHOR:** Terry Hill  
**DATE:** May 10 **PREVIOUS OUTLINE DATED:** May 09

**APPROVED:**

“B.Punch”

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**CHAIR**

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**DATE**

**TOTAL CREDITS:** 8  
**PREREQUISITE(S):** ADV 248  
**HOURS/WEEK:** 4

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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 upon design process and solving multi-faceted design problems while exploring design specialties such as but not limited to advertising design, corporate identity and branding, packaging, environmental graphics and editorial design. All projects in this course will have to potential to be portfolio quality projects for the participants.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

1. Develop and implement solutions to problems encountered in all phases on the graphic design process.

Potential Elements of the Performance:

Identify design problems , plan and document solutions  
Demonstrate an ability to defend design solutions based upon research and proposed project plan  
Develop a project plan to guide research and creativity

2. Create visual communications through the application of design theories and principles to develop effective design solutions

Potential Elements of the Performance:

Develop and use a systematic approach to multifaceted projects  
Demonstrate the ability to employ learned concepts such as colour theory, composition, unity, contrast in design solutions  
Demonstrate the ability to propose design solutions appropriate to the defined problem

3. Apply typographic skills and knowledge to create effective visual communications

Potential Elements of the Performance:

Identify and analyse the reading audience and employ appropriate typographic strategies to aid in communication  
Employ previously learned typographic principles in projects

4. Communicate effectively, credibly, and accurately with clients, supervisors, co-workers and target audiences by using a variety of media

Potential Elements of the Performance:

Practice oral presentation skills in the form of critiques of work in progress and final presentations  
Ensure credibility by referencing research sources in oral and written

presentations

Demonstrate an ability to create written presentations and reports for assignments employing appropriate grammar and correct spelling and formatting of report

5. Develop personal and professional strategies and plans to improve job performance and professional relationships with clients, co-workers and supervisors

Potential Elements of the Performance:

Conduct oneself as a professional within the classroom setting

Abide by the RGD Ontario code of professional conduct and Sault College student code of conduct

Demonstrate an ability to accept and employ constructive criticism

Demonstrate an ability to be self reflective about work in progress and suggest areas for future improvement

6. Use a variety of technologies to create, capture, and manipulate design elements in producing a final product

Potential Elements of the Performance:

Demonstrate an ability to choose and employ appropriate technologies in the development of a project including but not limited to technologies such as web, video, traditional illustration and craft, and digital.

### **III. TOPICS:**

1. Research and design documentation skills
2. Creating professional quality presentations
3. Portfolio development
4. Target markets
5. Corporate ID and branding, packaging, editorial design
6. Professional practices

### **IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Students will be required to use a variety of tools and supplies based upon their individual approaches and proposed design solutions. Items from the portfolio kit purchased in first year will be used to develop traditional aspects of design solutions. Consumable supplies can be purchased from a variety of local and internet sources dependent on student needs. It is encouraged that students incorporate the use of digital imagery both purchased stock and their own digital images.

Students will need to utilize their own file transfer/storage media to archive digital copies of work. The use of memory sticks, iPods, external hard drives is encouraged.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Assignments = 100% of the grade.

Final evaluation will be a letter grade as outlined below

Assignment grades will be averaged to constitute 50% of the course grade.

The student portfolio will be assessed to determine the remaining 50% of the course grade

Assignment 1,2,3 average = 50%

Portfolio of 3 projects from course = 50%

Total = 100%

Deductions ( late assignments -5% from course final grade per week late)

Absents over 3 missed classes ( -10% for each extra class missed)

Students must satisfactorily complete all assignments in this course to attain credit for the course ( 1 missed assignment = fail grade for course)

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
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:

### Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

### Deductions

#### Late submissions

An assignment is considered late if it is not submitted on or before the time and date indicated by the instructor.

A late assignment will only be allowed to achieve a maximum C(65%) grade

To encourage adherence to deadlines and schedules a further 5% will be deducted from the final course grade for each week an assignment is late

eg. 3 weeks late = -15% from final course grade.

### Fails

A fail grade (F) is granted to an assignment which has not been executed to the minimum satisfactory (D) grade level or where instructions were not followed correctly.

A failed assignment must be entirely re-done or corrected according to the instructors guidelines and instructions and resubmitted by a new deadline negotiated with the instructor. Failed assignments not submitted by the new negotiated deadline will have late penalties applied.

The maximum allowable grade for a resubmitted failed assignment is C(65%)

### Resubmission policy

Any assignment completed during this course may be resubmitted for re-evaluation if the following criteria are met by the student

- the assignment was initially submitted on time and achieved a grade of D or greater
- the resubmission package includes the original assignment, notes and evaluation sheets along with the new resubmitted assignment
- assignments can be resubmitted at any time during the semester but no later than the second last class of the semester
- when comparing the original submission grade and the resubmission grade the student will receive the benefit of the higher grade
- it must be understood that resubmitted assignment are evaluated with greater scrutiny to take into consideration the learning experiences and achievement of learning outcomes by the student during alter session in the semester
- resubmitted assignments must clearly be marked RESUBMISSION when handed in
- Assignments that need to be resubmitted due to absence or lack of preliminary studies or research must be entirely redone with a new creative direction since preliminary work must be done first in the process of creation.

## VI. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.

