

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Illustrative Exploration 3  
**CODE NO. :** ADV 211 **SEMESTER:** 1  
Fall 2011  
**PROGRAM:** Graphic Design  
**AUTHOR:** Terry Hill  
**DATE:** August 2011 **PREVIOUS OUTLINE DATED:** June 2010  
**APPROVED:** Brian Punch

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**CHAIR**

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**DATE**

**TOTAL CREDITS:** 4  
**PREREQUISITE(S):** ADV 108  
**HOURS/WEEK:** Meet with professor as projects warrant

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**I. COURSE DESCRIPTION:**

This course is a continuation of Illustrative Exploration 2. It is a course that allows the student to explore and experiment with illustration independently. Faculty will be available by appointment and during ADV 211 class to discuss project progress and development. Students are encouraged to experiment and explore illustrative media and techniques. Students will be provided with a course/assignment structure to guide their development

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

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

1. Make effective media choices for illustration

Potential Elements of the Performance:

Demonstrate an ability to explore and experiment with media

Demonstrate an ability to choose effective media to suit illustrative needs

2. Express visual concepts in an illustrative manner

Potential Elements of the Performance:

Demonstrate the ability to translate written information into illustrative form for communication

Demonstrate the ability to apply design process and skills in illustration development

Demonstrate an ability to employ the concepts of movement, unity, contrast and proportion to achieve aesthetically pleasing compositions

Demonstrate the ability to present clean professional work that is accurate and well crafted Demonstrate the ability to use industry tools and media to develop polished illustrations

3. Apply effective business practices and project management skills appropriate to his/her position as an illustrator in the graphic design field

Potential Elements of the Performance:

Demonstrate an ability to meet project schedules and deadlines

Demonstrate an ability to provide constructive criticism and suggestions for improvement at critiques

4. Develop an implement illustrative solutions to problems encountered in all phases of the graphic design/illustrative process

Potential Elements of the Performance:

Follow a documentable design process to develop illustration style and content

Complete research as necessary to develop meaningful illustrative solutions

5. Develop personal and professional strategies and plans to improve job performance

Potential Elements of the Performance:

Participate in group critiques of work

Develop a constructive self analysis of project performance and create plans for improvement

**III. TOPICS:**

1. Media choices
2. composition
3. Illustrative interpretations and options
4. Documenting process
5. Illustration as applied to the design industry
6. Use of visual metaphor, similie, puns
7. Achieving thematic or conceptual illustration rather than literal
8. Meeting schedule commitments and deadlines

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

Supplies from the program portfolio will be required for each class. Students will be required to replace consumable items as individual project needs warrant.

Students are also encouraged to experiment with whatever other media they chose not included in the kit as long as they are not solvent or oil based

Spray fixative may need to be used on pastel drawings – this must be applied outside of the building in a well ventilated area. Spray fixative and Spray glue pose a health hazard to the artist and others and will not be used inside the college building under any circumstances.

\* Note: Due to the lack of proper health and safety features of the design studio, no oil based paints are to be used in this course. Only water based acrylic paints will be used.

Students will need to purchase # 27 illustration board and construction paper for cover stock for all the design presentations throughout this course. These items are available in the College's Campus Shop or at a variety of sources within the city or via mail order.

**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:

<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 – 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 outlined 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

### **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.

### **Resubmission policy**

- Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.
- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor
- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted

- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

## **VII. COURSE OUTLINE ADDENDUM:**

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