SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

![Sault College logo]

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE:	DESIGN3		
CODE NO. :	ADV 238	**SEMESTER:**	3
PROGRAM:	GRAPHIC DESIGN		
AUTHOR:	FRANK SALITURI		
DATE:	JUNE 11	**PREVIOUS OUTLINE DATED:**	JUNE10

APPROVED: "B.Punch"

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             CHAIR   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S):   ADV 113 or ADV 135

HOURS/WEEK: 3

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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 layouts**

Potential 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 packages**

Potential 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.

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- 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.

5.   Apply appropriate, effective, and professional practices in the classroom studio setting.

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.

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

11.   Professional practices and professional techniques

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

Required text: None
Students will need a back up device/media to safe keep their work ei. CD/DVD-R, USB Memory stick, iPod.
Students will be required to purchase presentation 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:

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:
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 and %5 deduction for lates.
i.e. 4 classes missed = 10% deduction form final grade
4 classes missed and 1 late = 15% deduction from final grade

DEDUCTIONS – LATES AND FAILS

All assignments must be submitted to a satisfactory level to achieve credit for this course

Lates:
An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.
If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.
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.
Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.
Maximum grade for a failed assignment is "C" (65%)
If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

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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.

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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.

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.

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

VII.   COURSE OUTLINE ADDENDUM:

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