

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Fieldwork/Fieldwork Seminar  
**CODE NO. :** ADV 318 **SEMESTER:** 10F  
**PROGRAM:** Graphic Design  
**AUTHOR:** Terry Hill  
**DATE:** June 2011 **PREVIOUS OUTLINE DATED:** May 10  
**APPROVED:** "B.Punch"

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**CHAIR**

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**DATE**

**TOTAL CREDITS:** 6  
**PREREQUISITE(S):** ADV 264, ADV242, ADV248, ADV251  
**HOURS/WEEK:** 1 hour in class + 16 hours per week in field for 8 weeks

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**I. COURSE DESCRIPTION:**

This course will provide a practical application to the theory learned in the graphic design curriculum. Students will complete a minimum of 112 hours in the workplace in a design or design related capacity. In addition to the industry component of this course there will be a 1 hour weekly session to discuss career building, job searches, professional ethics, and portfolio development. See note regarding advanced standing in this course

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

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

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

**Potential Elements of the Performance:**

Demonstrate the ability to keep track of project records in the workplace  
Demonstrate the ability to work within the expectations of the workplace  
Demonstrate an ability to work within designated deadlines and schedules  
Demonstrate an ability to develop self promotional plans for finding suitable employment.

2. Develop and implement solutions to problems encountered in all phases of the graphic design process as their position in the field warrants.

**Potential Elements of the Performance:**

Demonstrate the ability to help the workplace creatively solve graphical problems  
Demonstrate the ability to be a positive contributor to the workplace

3. 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:**

Demonstrate the ability to work professionally in the industry as illustrated by keeping confidentialities, presenting a positive attitude and good work ethic, respecting start/finish times  
Demonstrate the ability to self evaluate one's work abilities Demonstrate an ability to make self improvement plans based on self analysis  
Demonstrate an ability to identify self or professional improvement goals and plan the steps to reach those goals

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

Potential Elements of the Performance:

Participate in group critiques of work sessions

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

Demonstrate an ability to maintain confidentiality of workplace

Demonstrate an ability to respect and adhere to the policies and procedures of the workplace

### III. TOPICS:

1. Professional practices
2. Creating applications for work
3. Job Searches
4. Professional ethics and code of conduct
5. Self promotion, portfolio development
6. Importance of Networking
7. Record keeping

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

No text is required

Students will be required to purchase a Pina Zangro aluminum case presentation portfolio with removeable plastic sleeves stocked in the campus shop

### EVALUATION PROCESS/GRADING SYSTEM:

#### Assignments = 100% of final grade

Fieldwork Placement = 50% of Final Grade

Seminar Participation= 50% Final grade

The fieldwork component will be assessed based upon the submission of daily logbook entries by the student, and an employers assessment

The Seminar component will be evaluated based on student participation in the seminar sessions .

NOTE: upon completion of second year studies, students are encouraged to procure their own placement studies during the summer months. Placements that are organized by the student may be paid or unpaid, depending upon the agreement with the employer. Students who proceed to find their own placement opportunities over the summer months may be granted advanced standing on the fieldwork portion of this course. Students will need to provide a daily logbook of their activities at the workplace along with a letter from their employer providing a final assessment of the students skills. Students must inform their employers that the instructor may phone to request additional information regarding the students activities and workplace performance. Students who find summer employment in the design field and are given credit for fieldwork must still be active participants in the seminar session each week.

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

**VI. COURSE OUTLINE ADDENDUM:**

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