

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Production for Design 3

CODE NO. : ADV362 **SEMESTER:** 12F

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: May 12 **PREVIOUS OUTLINE DATED:** May 11

APPROVED: "Brian Punch" June 13/12

CHAIR

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 251, ADV 242

HOURS/WEEK: 3 hours in class per week

Copyright ©2012 The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.
For additional information, please contact Brian Punch, Chair
Environment/Design/Business
(705) 759-2554, Ext. 2681

I. COURSE DESCRIPTION:

This course will formally introduce the student to the world of producing artwork for offset press printing. The work in this class will be comprised of research assignments and reports as well as hands-on-practical exercises on the Macintosh computer. The graphic designer of today is faced with an ever increasing set of challenges. One of which is translating original artwork to artwork that can be printed on a printing press. Today's technological advances make this an ever changing field, fortunately even as technology changes the basics of the production process stay the same. It is the intention of this course to provide the student with a sound knowledge of traditional printing processes and how to translate their designs and illustrations via the Macintosh computer for reproduction on a printing press

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 of the graphic design process focusing on the production phase of the process**

Potential Elements of the Performance:

Use previously learned documentation skills to establish design and production plans for a project

Compare and contrast a variety of production options on a project

Demonstrate an ability to use problem solving methods to troubleshoot printing issues

Demonstrate an ability to think and act pro-actively when creating design artifacts to be printed or manufactured by a supplier

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

Potential Elements of the Performance:

Prepare design artwork for the printing process and digital media

Identify technical issues of digital working methods for design a pre press

Apply basic knowledge of paper stock

Apply skills in areas of image cropping, resizing, and clean up using electronic means

Create, manipulate and compose images for design purposes

3. **Demonstrate an ability to translate images and information form one medium to another (eg. Print vs. web vs. animation vs. format size)**

Potential Elements of the Performance:

Apply knowledge of print based, web based and digital requirements in manipulating and preparing images and information for distribution

Apply knowledge of motion graphics and take appropriate restrictions into

- account when translating imagery from one medium to another
4. **Demonstrate an understanding of the sheet fed printing process**
Potential Elements of the Performance:
Define different stages of art production
Demonstrate an ability to plan and outline production steps for a printed project
Prepare and properly mark up proofs to provide instructions to a printer
File and organize projects in a manner ready to transfer to disc for remote printing
 5. **Compare and contrast application of colour systems in printed and digital environments**
Potential Elements of the Performance:
Define CMYK, RGB, and hexadecimal colour modes and identify their applications
Demonstrate an understanding of colour gamut, colour theory, and additive vs subtractive colour
 6. **Apply effective business practices and project management skills in regards to a design/production position in the graphic design field**
Potential Elements of the Performance:
Use time and resource management skills to achieve project goals
Prepare and organize information for projects to effectively communicate with a supplier
Demonstrate an ability to effectively request and receive project estimations from suppliers

III. TOPICS:

1. Documentation skills
2. Offset printing, preparing files, documenting projects
3. Colour systems and their applications – how to specify
4. Importance of accuracy
5. File formats, proofs, communicating with suppliers
6. Preparing images and information for production processes

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required text: *Guide to graphic print Production, Johansson, Wiley 2003, ISBN 0-471-27347-3*

Suggested reading Pocket Pal – Graphic Arts Production Handbook By International Paper

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.*

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.

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.

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. i.e. 4 classes missed = 10% deduction from final grade 5 classes missed = 20% deduction from final grade

Resubmission policy. Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student. a) an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation. b) 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. c) 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

d) 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. e) Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted f) 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. g) When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade h) 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.

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.

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 and a notice will be posted at the front of the classroom noting that the assignment has been returned. 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

VI. COURSE OUTLINE ADDENDUM:

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