SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE: Design 5

CODE NO. : ADV 348   **SEMESTER:** 5

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: May 2014   **PREVIOUS OUTLINE DATED:** May 2013

APPROVED: "Colin Kirkwood"   June 4/14

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                   DEAN   **DATE**

TOTAL CREDITS: 8

PREREQUISITE(S): ADV 248

HOURS/WEEK: 3

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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 RGDOntario 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. Project planning and scheduling
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 form 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.

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V.   EVALUATION PROCESS/GRADING SYSTEM:
Assignments = 100% of the grade.
Final evaluation will be a letter grade as outlined below

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:

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.

VI.   SPECIAL NOTES:

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.

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

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.

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. Assignment challenges and demands vary from assignment to assignment and depend on the creative approach chosen by the student. Students should expect that some assignment solutions require extensive work outside of class to achieve required results. Student homework schedules and project plans should take this into account.

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

VI.   COURSE OUTLINE ADDENDUM:

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