

I. COURSE DESCRIPTION:

A sound understanding and practical applications of design research, information gathering techniques, and documentation of both formative and summative data, will be the end goal of this course. Through coaching and practice methods, students will gain insights into strategies that will guide them through the process for providing their clients with what is actually needed, versus what the client wants. With a good foundation in using research to approach and understand any design problem the participant may face in their future careers, the professional designer will be able to provide a better and more competitive service to their clients in any visual communications problem encountered.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify design problems, plan and document design solutions

Potential Elements of the Performance:

- Develop a project plan and demonstrate the ability to use design research information to direct a creative solution to a design problem
- Write an effective and concise design problem statement using SMART objectives
- Demonstrate an ability to document design process and cite sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project in verbal and written form.
- Demonstrate an ability to include user testing methods as required in design process and document the results

2. Use and identify different approaches to research and information gathering

Potential Elements of the Performance:

- Use research techniques to fully understand the content and subject matter of the assignment at hand.
- Use research techniques to identify potential production problems
- Demonstrate an ability to gather and analyze ethnographic, quantitative, qualitative, and literary research information

3. Develop a sound understanding of the Graphic Design profession and the rules of professional conduct

Potential Elements of the Performance:

- Review definition of Graphic Design
- Develop an understanding of areas of specialization
- Develop an understanding of how a graphic design studio works
- Review rules of professional conduct as defined by RGD Ontario

4. Demonstrate an understanding of intellectual property rights

Potential Elements of the Performance:

- Review and demonstrate an understanding of trademark, copyright, moral rights and electronic rights as defined by Canadian Copyright law
- Demonstrate how copyright laws influence the business of design

5. **Apply effective business practices and project management skills appropriate to the Graphic Design field; in a self managed business and in a studio setting**

Potential Elements of the Performance:

- Develop an awareness of building client relationships
- Practice delivering presentations and speaking at meetings
- Develop strategies as to pricing of design services
- Create a proposal or estimate documents
- Demonstrate an ability to project estimated time and record actual time to derive a profit/loss statement

6. **Develop personal and professional strategies to help improve job performance and professional relationships with clients, co-workers, and supervisors**

Potential Elements of the Performance:

- Demonstrate an ability to complete a self analysis of work
- Demonstrate an ability to develop resumes and self promotional materials
- Practice interview techniques
- Apply strong Interpersonal skills; Verbal and Non-Verbal Communication, Problem solving and Negotiation skills, Decision making and Assertiveness

III. TOPICS:

1. Research and design documentation skills
2. Defining the design problem and establishing SMART objectives
3. Research methods and creative approaches
4. Documenting sources
5. Writing effective design statement and rationale reports
6. The graphic design profession
7. RGD Ontario and their resources
8. Self employment, freelancing, and being a valuable employee
9. Self promotion and interpersonal skills
10. Estimating times, costs, and proposal writing
11. Public speaking and body language

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

1. *A Designers Research Manual*, Jenn and Ken Visocky O'Grady, Rockport 2006
2. *The Business of Graphic Design: A Professional's Handbook* developed by RGD.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade

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

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.

Assignments and their relative weighting are listed on the LMS system for this course.

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	
A	80 – 89%	4.00
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:

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.

Graphic Design Assignment Resubmission policy

- **NOTE: Some assignments completed during this course may not be eligible for re-evaluation even if the following criteria are met.**
 1. an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
 2. 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.
 3. 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
 4. 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.
 5. Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
 6. 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.
 7. When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
 8. 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.

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.

Preliminary Studies:

Most 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.

Check your evaluation criteria for each assignment to assess the need for preliminaries.

Homework:

Most assignments require some homework. Students in this course should plan for a minimum of one hour per week (sometime more) outside of class.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.