COURSE OUTLINE: GRD101 - DRAWING FOR COMM

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Approved: Bob Chapman, Chair, Health

Course Code: Title	GRD101: DRAWING FOR COMMUNICATION
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	20F
Course Description:	In a visual communications industry, drawing is one of the main forms of communication that design professionals employ. In this course the basics of drawing, point, line and form, will be covered in practical exercises that allow the participant to gain a solid foundation in visual communication. Drawing principles studied will include planning drawings, perspective drawings, use of shading and textures. Practical exercises will be applied to traditional media based projects as well as digital applications.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	ADV109
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1094 - DIGITAL MEDIA** VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user. VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies. VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others. VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations. VLO 9 Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 3 Execute mathematical operations accurately.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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	EES 5	Use a variety of thinking skills to anticipate and solve problems.
	EES 6	Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7	Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8	Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 10	Manage the use of time and other resources to complete projects.
	EES 11	Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Other Course Evaluation & Assessment Requirements:

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 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 (65%) If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Demonstrate the ability to accurately use drawing systems.	1.1 Demonstrate the ability to use principles of one and two-point perspective to create accurate drawings. 1.2 Create drawings using the elements that create perspective. 1.3 Demonstrate the ability to produce plan/orthographic views of object and environment concepts. 1.4 Demonstrate the ability to produce isometric information drawings of objects.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Demonstrate an ability to incorporate light direction and tonal range in basic drawings.	2.1 Develop an understanding of light source and light direction to achieve accurate shape, form and values of objects and environments. 2.2 Demonstrate the ability to use appropriate tonal range

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	using proper highlights, midtones, shadows and cast shadows.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Demonstrate the ability to utilize illustration tools and software effectively.	3.1 Create drawings using Adobe Creative Suite software on Macintosh systems. 3.2 Utilize software to finalize drawings of structures, objects and graphic elements. 3.3 Employ file management techniques appropriate to project requirements. 3.4 Demonstrate the ability to effectively use colour in print based, digitally based and Web-based applications.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Demonstrate an ability to use visual tools to develop drawings.	4.1 Create drawings using line, point, plane to appropriate level of effectiveness required by project. 4.2 Demonstrate the ability to create drawings using compositional techniques, gestalt theories, colour, shape, form, pattern, rhythm, balance, unity and contrast.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
5. Develop project management skills (professional practices) to an introductory level as required by projects.	5.1 Employ time management techniques to meet project schedules and timeframes. 5.2 Clearly define project parameters and personal goals within project scope. 5.3 Practice group discussion and critique skills. 5.4 Employ self analysis of project results and determine areas for self-improvement to meet goals.
Course Outcome 6	**Learning Objectives for Course Outcome 6**
6. Demonstrate an understanding of creative thinking techniques.	6.1 Develop an ability to be open minded to new ideas. 6.2 Demonstrate an ability to develop ideas without prejudgment. 6.3 Demonstrate an ability to apply visual research in concept development. 6.4 Demonstrate an ability to employ different creative techniques such as, but not limited to, mind mapping, research-driven design, free association, and visual research. 6.5 Practice the ability to take creative chances and discuss them in a group setting with confidence.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments and Projects	100%

Date: August 13, 2020

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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