

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

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COURSE OUTLINE

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Course Title: \_\_\_\_\_ Research II \_\_\_\_\_

Course Code No.: \_\_\_\_\_ ADV 117-04 \_\_\_\_\_

Program: \_\_\_\_\_ Advertising Art and Graphic Design \_\_\_\_\_

Semester: \_\_\_\_\_ Two \_\_\_\_\_

Date: \_\_\_\_\_ January 1990 \_\_\_\_\_

Author: \_\_\_\_\_ Ken MacDougall \_\_\_\_\_

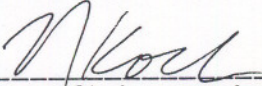
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New: \_\_\_\_\_ Revision: \_\_\_\_\_ XXXX \_\_\_\_\_

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Approved: \_\_\_\_\_  \_\_\_\_\_  
Chairperson Applied Arts

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Date: \_\_\_\_\_ January 17, 1990 \_\_\_\_\_

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## ADV 117-4 : RESEARCH II

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### GOALS AND OBJECTIVES

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Research is an important function to the Advertising Artist. It is a gathering of vital information in both visual and written form which assists the artist/designer in carrying out the authenticity of graphic design assignments. This is an independent study process which helps the student to develop proper methods of solving graphic problems. Careful professional guidance on the methods of this process are emphasized.

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### SYLLABUS

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The assignments for this semester will be based on the study, research, and rendering of the following creative ideas:

CROWD

RUNNING

EXPLORING

STREET CORNER

Project to be rendered on a sheet of # 2 bond drawing paper with a 2" margin around the outside

Pencil (graphite) and fixed

No cover stock

The rendering must substantially fill the drawing area and should utilize the drawing and rendering techniques explored in the first semester Experimental Media course

The research component may be gathered and/or arrived at through (individual) original sketches or from visual aids such as books, magazines, and other publications

Research renderings must be submitted on or before the deadline dates provided by the instructor in class