



## ADV 112-04 - EXPERIMENTAL MEDIA TECHNIQUES II

### COURSE DESCRIPTION:

*This course allows students to experiment, develop, and express new concepts in creative thinking and innovative use of media. Composition, colour, and the use of various creative media techniques are explored. Students will practice figurative rendering using live models and translate these studies into more complex multi-media designs. Emphasis is placed on the student's discovery and development of originality and spontaneity.*

### LEARNING OUTCOMES & ELEMENTS OF THE PERFORMANCE:

#### A) Learning Outcomes:

- 1) *Demonstrate the competent and creative use of both traditional and innovative drawing and design instruments, media, and techniques using appropriate degrees of detail and quality.*
- 2) *Originate effective visual communications through the application of basic drawing, design, and colour theories and principles.*
- 3) *Develop and implement solutions to basic design problems.*
- 4) *Apply appropriate, effective, and professional practices in the classroom studio setting.*

#### B) Learning Outcomes and Elements of the Performance:

*Upon successful completion of this course, the student will:*

- 1) *Demonstrate the competent and creative use of both traditional and innovative drawing and design instruments, media, and techniques using appropriate degrees of detail and quality.*

#### **Potential elements of the performance:**

- *Practice and refine the use of graphite drawing media in the development of rendering skills: using the human figure as subject matter.*
- *Practice and refine creative application techniques using acrylic paint without the use of a brush to achieve effective colour compositions.*
- *Practice and refine the innovative use of a variety of media to create an effective and unified composition.*

- 2) *Originate effective visual communications through the application of basic drawing, design, and colour theories and principles.*

**Potential elements of the performance:**

- *effectively use the fundamental elements and principles of visual expression and communication ( visual language) , including composition and visual priorities.*
- *practice and refine eye and hand co-ordination skills in rendering the complexity of the human figure.*
- *demonstrate the competent use of line and tone to define shape, form, and proportion.*
- *demonstrate the ability to translate multiple figurative rendering studies into effective and unified colour compositions.*
- *apply knowledge of design principles to evaluate one's own work and the work of others.*

- 3) *Develop and implement solutions to basic design problems.*

**Potential elements of the performance:**

- *demonstrate a command of the design process from research and analysis through to appropriate levels of presentation ( e.g. thumbnails, layouts, comprehensives ) to the final product ( finished illustration board ).*
- *execute designs according to instructions using traditional media.*
- *demonstrate analytical ability in problem solving re design parameters and limitations.*
- *render all preliminary studies ( thumbnails, layouts, comprehensives ) and final presentations using appropriate degrees of detail and quality.*

- 4) *Apply appropriate, effective, and professional practices in the classroom studio setting.*

**Potential elements of the performance:**

- *demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.*
- *demonstrate the ability to work within project restrictions and time limitations.*
- *make effective design presentations, as per instructor specifications regarding directions and quality.*

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### TOPICS:

- 1) *Media - graphite pencil and stick, acrylic paint, paper, board, modelling clay, "found" materials for multi-media purposes such as yarn, sand, metal, fabric, etc.*
- 2) *Paint application techniques - printing, stencilling, spraying, splattering, stamping, rolling, etc.*
- 3) *Objective and non-objective subject matter.*
- 4) *Rendering skills for human figure subject matter - sighting techniques, simplification of shapes and forms, grid system for page composition.*
- 4) *Basic elements of preparing artwork for design presentation approval purposes for client or art director ( research, thumbnails, layouts, comprehensives of varying degrees of quality and detail ).*
- 5) *Positive and negative space.*
- 6) *Multi-media techniques.*
- 7) *Principles of organization for achieving compositional unity - balance, proportion, dominance, movement, economy.*
- 8) *Professional presentation techniques.*
- 9) *Professional practices.*

### REQUIRED RESOURCES & MATERIALS:

The following items from the portfolio kit will be used throughout this course:

- |                    |                  |
|--------------------|------------------|
| - drawing pencils  | - newsprint pad  |
| - coloured pencils | - bond paper pad |
| - graphite sticks  | - acrylic paint  |
| - markers          |                  |

Students will need to purchase # 27 illustration board, construction paper for cover stock, and matte board for presentation purposes for the drawing and design presentations throughout this course. These items are available in the college's Campus Shop.

Some projects in this course will require students to bring other materials into the studio classroom; many of these will be "common" items the students can find and bring from home.

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**EVALUATION PROCESS / GRADING SYSTEM:**

**Assignments = 88 % of Final Grade**

Assignments will constitute 88% of the student's final grade in the course. Assignments will be evaluated according to the following, in accordance with college policies:

<b>A+</b>	( Numerical Equivalent 4.00 )	-	Consistently Outstanding
<b>A</b>	( Numerical Equivalent 3.75 )	-	Outstanding Achievement
<b>B</b>	( Numerical Equivalent 3.00 )	-	Consistently Above Average Achievement
<b>C</b>	( Numerical Equivalent 2.40 )	-	Satisfactory/Acceptable Achievement
<b>I</b>	( Numerical Equivalent 0.00 )	-	Incomplete/Unsatisfactory Achievement
<b>R</b>	( Numerical Equivalent 0.00 )	-	Repeat - objectives of course not achieved and course must be repeated

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 "R" (Repeat ) grade for the course.

**Incomplete and Late Assignments = 12 % of Final Grade**

A maximum of 6 Incomplete and/or Late assignments total will be tolerated. A 7th Late and/or Incomplete assignment results in an "R" (Repeat) grade for the course. Each Late and Incomplete grade will deduct 2% from the final grade up to a maximum of 12%. Please note that Late preliminary studies (i.e. thumbnails, layouts, comprehensives, roughs, etc.) will be deducted 2% from the final grade also.

An Incomplete assignment ( "I" grade ) is considered missing or outstanding until it is re-submitted. Late and Incomplete assignments will be assigned a maximum "C" grade. Late and Incomplete assignments, which have been assigned "C" grades, cannot be re-submitted in an attempt for a higher grade. Other assignments ( in the B and C category ) are eligible to be re-submitted in an attempt to achieve a higher grade.

Students have one week in which to submit Late or re-submit Incomplete assignments to the instructor to avoid an "R" (Repeat) grade for the course. Late assignments are due on or before the following class/week and Incomplete assignments are to be re-submitted on or before the class/week following the instructor's return of the Incomplete project to the student. The instructor will usually indicate on the back of the Incomplete project the date by which it should be re-submitted. A 2% deduction will take place for each week an assignment is late or each week an incomplete assignment is outstanding. These deductions are included in the 6 maximum allowed for the course up to 12%.

**Preliminary Studies:** Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, comprehensives, and preliminary layouts. These intermediate steps are evaluated by the "S" (Satisfactory) and "U"(Unsatisfactory) system and are submitted according to timelines established by the instructor. Preliminary studies must be evaluated as "satisfactory" in order to continue to the next step in an assignment. Note that late preliminary studies will result in a 2% grade reduction.

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This policy simulates the commercial graphic art industry in that design projects require step-by-step approval of either the client or the art director or both and must be executed on time to exacting deadlines.

**Attendance:**

80% attendance is mandatory. A maximum of 3 classes absent (total 9 hours) will be tolerated; A student who is absent beyond 3 classes will receive an "R" (Repeat) grade for the course. This includes half classes missed (absent either before or after the "break").

A student who is late for a studio class will be assessed a half class absence. Late constitutes the arrival of a student anytime after the class has begun. A student who leaves a studio class early, without notifying the instructor, will be assessed a half class absence.

A student who submits a completed assignment before or at the beginning of a studio session in which that project is due, and does not attend or leaves the class, will not be considered absent for that class, provided that:

- the final step of the assignment has been completed satisfactorily
- all preliminary studies have been submitted satisfactorily within established timelines
- the completed assignment has been assessed as satisfactory for submission by the instructor

The student will be considered absent from the class the project is due if the project has not been submitted satisfactorily as per guidelines above. If submitting a project before the established deadline, always ensure that the assignment is submitted to the instructor in person and that the instructor has the opportunity to OK the assignment for submission (this helps to avoid incomplete evaluations on assignments).

**Final Grade:**

The final grade will be assessed according to the following, in accordance with college policy:

Total Points:	Final Grade:
90 - 100 .....	A +
80 - 89 .....	A
70 - 79 .....	B
60 - 69 .....	C
0 - 59 .....	R

**NB** - Students who receive no higher than C grades on assignments should note that 8% out of the total 12% for LATES and INCOMPLETES is required to achieve a passing grade (C = 60 %).

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*Students should ensure that all assignments, including preliminary studies, are in on time and that the instructor has seen the completed assignment before it is submitted for evaluation to make sure that all instructions have been followed accurately.*

*If you are experiencing problems with the established timeline for some reason, please let the instructor know ahead of time. Allowances will be made for legitimate extenuating circumstances, at the discretion of the instructor.*

### **Midterm("S" or "U"):**

*Midterm grades are "S" for Satisfactory progress, and "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Coordinator or the School's Dean.*

### **SPECIAL NOTES:**

#### **Homework:**

*Because this course is 4 credits delivered in a 3 hour supervised studio format, the equivalent of one hour per week minimum of homework will be expected outside the scheduled studio class.*

#### **Special Needs:**

*If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, so that support services can be arranged for you.*

#### **Retention of Course Outlines:**

*It is the responsibility of the students to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.*

#### **Prior Learning Assessment:**

*Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful demonstration of learning outcomes via the following:*

- *transcript and course descriptions/outlines from another institution.*
- *interview and portfolio presentation.*

