

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: GRAPHIC DESIGN 2

CODE NO. : ADV 113 **SEMESTER:** TWO

PROGRAM: GRAPHIC DESIGN

AUTHOR: FRANK SALITURI

DATE: 02W **PREVIOUS OUTLINE DATED:** 01W

APPROVED:

DEAN

DATE

TOTAL CREDITS: 4 CREDITS

PREREQUISITE(S): ADV 100 Lettering I, ADV 101 Illustration I, 102 Experimental Media, ADV 104 Graphic Design I

HOURS/WEEK: 3

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*For additional information, please contact
School of Engineering Technology and Trades
(705) 759-2554, Ext. 485*

I. COURSE DESCRIPTION:

In this course, students build on the skills and knowledge attained in semester one studio classes by developing more advanced expertise in the use of traditional technical design instruments, media and design, and colour theory. Effective visual communication is created by students beginning to incorporate the use of type and images to portray specific ideas and create feeling. Emphasis is placed on the process of design to achieve better than expected results and the development of ideas and presentations on a wholistic approach.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Demonstrate the use of traditional, technical design instruments and media, using appropriate degrees of detail and quality.Potential Elements of the Performance:

- Use inking edges of the following instruments with the ruling pen to create crisp, sharp edges on complex designs, images, type: ruler, set square, french curves, flexible curve, compass.
- Use the paint brush and gouche paint to apply several light coats of paint to fill design shapes so they appear flat, consistent, and clean.
- Use the technical pen on illustration board using a high degree of detail and quality.
- Apply skill and attention to detail in cleaning up edges and minimizing errors.

2. Originate effective visual communications through the application of design and colour theories and principles and knowledge of lettering and type.Potential Elements of the Performance:

- effectively use the fundamental elements and principles of visual expression and communication (visual language), including composition and visual priorities.

- effectively use basic colour terminology and theory using traditional media.
- apply knowledge of basic design principles to begin evaluating one's own work and the work of others.
- effectively incorporate lettering with design imagery to create a unified visual message.

3. Develop and implement solutions to basic design problems using a two-dimensional and three-dimensional approach.

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.
- 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.

III. TOPICS:

1. Usefulness of basic design shapes (circle, square, triangle) to create quickly understood symbols to give identity to a subject.
2. Importance of simplicity and communication in logo design development
3. Incorporating lettering with visual symbols to achieve design unity.
4. Design methodology and creative thinking
5. Developing effective visual communications within the constraints of colour limitations; using a limited number of colours or “inks” as in the industry.
6. Design development for target market.
7. Design development for simulated “real-life” commercial commissions.
8. Professional presentation techniques.
9. Professional practices.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

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

For preliminary design studies:

coloured pencils
markers
bond paper
layout paper

For finished design presentations:

ruling pen compass
set squares gouche paints *
french curves paint mixing tray
flexible curves paint brushes
ruler technical pen

* Note: Due to the lack of proper health and safety features of the design studio, no oil based paints are to be used in this course. Only water based gouche paints will be used.

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

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course.

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	

X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.

DEDUCTIONS – LATES AND INCOMPLETES

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 5% deduction for each week that it's late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade.

Maximum grade for a late assignment is "C"

A late assignment which is not executed to a minimum C (satisfactory) level will be assigned an incomplete grade with additional penalties outlines below.

Incompletes

An incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory "C" grade level or in which the directions have not been followed correctly.

An incomplete assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

An incomplete assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for an incomplete assignment is "C"

Incomplete assignments not submitted within the one week

Timeframe will be subject to 5% late deductions for each week they are overdue.

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.

i.e. 4 classes missed = 10% deduction from final grade

5 classes missed = 20% deduction from final grade

Preliminary Studies:

- All 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.
- Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

Midterm grades:

Midterm grades are granted as "S" for Satisfactory progress and "U" for unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Research:

Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

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.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.