

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: COMPUTER LAYOUT 1

CODE NO. : ADV 2150 **SEMESTER:** Four

PROGRAM: GRAPHIC DESIGN

AUTHOR: FRANK SALITURI

DATE: 03W **PREVIOUS OUTLINE DATED:** 02W

APPROVED:

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TOTAL CREDITS: 4 CREDITS

PREREQUISITE(S): ADV 2130, ADV 2010, ADV 2170, ADV 2300, ADV 2370

HOURS/WEEK: 3 HOURS CLASS TIME PER WEEK

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School of Engineering Technology and Trades
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I. COURSE DESCRIPTION: This course is a computer based continuation of Layout ADV 2130. The students will be mainly using PageMaker 6.5 to perform a series of basic commercial projects that directly relate to what would be required in the Graphic Design Industry. The course will require the students to solve design problems using the techniques learned in Layout ADV 2130 and apply the use of the Macintosh equipment and software to refine their formatting, type manipulation, and presentation techniques.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Demonstrate an ability to use PageMaker 6.5 as an effective page layout tool.

Potential Elements of the Performance:

- Demonstrate a good working knowledge of PageMaker 6.5 including the use of the toolbox, text manipulation tools, use of master pages, style sheets and layers.
- Create new publications.
- Effectively use self created graphics in a document.
- Effectively work with text and graphics.
- Create professional presentations using the equipment in the Macintosh lab.
- Demonstrate analytical ability in problem solving regarding technological design parameters and limitations.

2. Demonstrate an ability to use design principles effectively and be able to present these concepts in a professional manner.

Potential Elements of the Performance:

- Demonstrate the use of classic design principles covered in other semesters including balance, unity, proportion, sequence, and contrast.
- Demonstrate the ability to work within technological and project

restrictions and time limitations.

3. Properly research design projects and explore design solutions through the use of rough stages.

Potential Elements of the Performance:

- Demonstrate the ability to sufficiently research an assignment to understand the content of the assignment, the target audience and production restrictions.
- Apply research skills to search out and examine similar existing design solutions for comparison.
- Make effective use of time and scheduling to ensure preliminary stages of project are fully explored.
- Render preliminary stages to communicate ideas effectively to others.

4. Improve basic type manipulation skills.

Potential Elements of the Performance:

- Demonstrate a knowledge of terminology of typography and printed publications.
- Apply knowledge gained from previous semesters with regards to formatting text and demonstrate the manipulation of text using PageMaker 6.5.
- Demonstrate refined knowledge of the use of typography and how it relates to the basic design principles of balance, unity, proportion, sequence, and contrast.

5. Apply appropriate, effective, and professional practices in the classroom 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. Overview of PageMaker 6.5
2. Use of tools and techniques in PageMaker including text tools, indents and tabs, type specifications, wrapping text, use of style sheets, placing images, use of master pages, use of layers, use of frames and tiling larger documents for presentation.
3. Applying design principles and practices to advertising, publication, and self-promotional (resumé) assignments.
4. Effectively using research skills to define creative parameters of projects.
5. Effectively communicating to target markets.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

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

100Mb Zip disks – students will be required to purchase matte board and cover stock as assignments warrant.

V. EVALUATION PROCESS/GRADING SYSTEM:

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	

U	placement or non-graded subject areas. 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.

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.

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".

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 have access to the computer studio outside designated class schedules. This gives them the opportunity to do independent research study.

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.