SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE: DESIGN FOUR

CODE NO. : ADV248   **SEMESTER:** 09W

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: DEC 2008   **PREVIOUS OUTLINE DATED:** JAN 2007

APPROVED: "B. Punch"

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                          CHAIR   **DATE**

TOTAL CREDITS: 4 CREDITS

PREREQUISITE(S): ADV238

HOURS/WEEK: 3 HOURS IN CLASS PER WEEK

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I.   COURSE DESCRIPTION:

This course is a continuation of Design Three and Typography Three. In this course the student will produce more advanced design projects. These projects will ask students to examine editorial content and design parameters for specific demographic markets. Students will also design a series of books. Students will develop all designs for proper professional presentation and finish final digital production of projects for offset printing purposes. Students will also design a magazine for the contemporary market, upon completion of the project students will adapt their magazine designs for web placement. Students will also develop basic typographic animations for web placement

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. **Effectively develop editorial designs.**
    Potential Elements of the Performance:
    • Develop specific page set-up and layout
    • Properly develop editorial imagery
    • Develop type style sheets for word and paragraph formats
    • Collect projects for proper output
    • Effectively utilize varied methods of developing imagery

2. **Apply knowledge in producing high quality graphic images using appropriate software.**
    Potential Elements of the Performance:
    • Demonstrate ability to scan imagery using flatbed scanners
    • Effectively use proper file formats and colour modes for photographic imagery
    • Demonstrate ability to remove dust and scratches from photos
    • Demonstrate ability to adjust tone and colour densities for best possible output
    • Adjust photos for web placement
    • Adjust photos and type for basic animation purposes

3. **Develop industry standard design methods**
    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 and digital media.
    • Demonstrate analytical ability in problem solving within design parameters.
    • Render all preliminary studies (thumbnails, layouts, comprehensives) and final presentations using appropriate degrees of detail and quality and translate those presentations to proper digital format.

4. **Apply appropriate, effective, and professional production practices in the classroom studio setting.**
    Potential Elements of the Performance:
    • Develop industry level production skills in both traditional and digital media

      • Develop multi-tasking skills with a variety of projects and project deadlines

5. **Create editorial theme-based design solutions and systems**
   <u>Potential Elements of the Performance</u>:
   • Extrapolate relevant information from research materials that can be applied on a per project basis
   • Apply and adjust multiple designs within a systems parameter

6. **Translate hard copy design solutions for web and PDF format**
   <u>Potential Elements of the Performance</u>:
   • Recognize the differences between design for print and design for the web
   • Organize and translate digital information for Portable Document Format (PDF)
   • Organize and translate digital information for web placement

III. **TOPICS:** Each student will develop a visual solution that examines the following topics, specific project parameters will be given with the introduction of the project.

1. The structure of the book, from cover to cover
2. The development of recognizable design systems

3. Magazine design, the development of the grid structure and overall editorial content
4. Professional production and presentation techniques
5. Professional digital studio practices
6. Using Vector based graphics and raster based graphics and adapting digital media for different production purposes

IV. **REQUIRED RESOURCES/TEXTS/MATERIALS:**

Students will be required to purchase matte board and cover stock as assignments warrant. Students will also need a method of backing up their work, such as recordable CD's
Students should bring a notebook, pen and pencil to each class. Students will be given advance notice as to additional materials on a per project basis.

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, 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.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.

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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 "F" (fail) grade for the course.

DEDUCTIONS – LATES AND FAILS

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 deduced 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 D (satisfactory) level will be assigned a fail grade with additional penalties outlines below

Fail:
A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

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

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is "C"

Failed assignments not submitted within the one week
timeframe will be subject to 5% late deductions for each week they are overdue.

Resubmission policy.

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

a) an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.

b) an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.

c) the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor

d) assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.

e) Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted

f) it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.

g) When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade

h) Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission.
Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

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 form 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

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assignment. This reinforces the importance of the preliminary stages of each project.

Reclaiming and Retaining Past Assignments
For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions and a notice will be posted at the front of the classroom noting that the assignment has been returned. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI.   SPECIAL NOTES:

Disability Services:
If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 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.

Communication:
The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. 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.

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.

Tuition Default

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

VII.   PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.