

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: PRODUCTION FOR DESIGN 2

CODE NO. : ADV143 **SEMESTER:** TWO

PROGRAM: GRAPHIC DESIGN

AUTHOR: FRANK SALITURI

DATE: DEC 09 **PREVIOUS OUTLINE DATED:** DEC 08

APPROVED: "B. Punch"

CHAIR **DATE**

TOTAL CREDITS: 4 credits

PREREQUISITE(S): ADV 126, ADV 125, ADV 142

Hours/ Week 3 hours class
time per week

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For additional information, please contact Brian Punch, Chair
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I. COURSE DESCRIPTION:

This course is a continuation of Production for Design 1. This is a foundation course in the basics of electronic creativity. The importance of computer terminology will be stressed. Students will learn to manipulate equipment and software, manage files, scan images, and create graphics and text layouts using the Adobe Creative Suite package which includes Illustrator, Photoshop and Indesign.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**1. Originate visual graphic designs through the proper use of the tools available in Adobe Illustrator**Potential Elements of the Performance:

- demonstrate the ability to properly use pen tool
- effectively edit paths and points
- demonstrate the ability to produce precise, smooth edges.
- practice and refine the use of the toolbox.
- distinguish between open and closed paths.
- apply knowledge in the proper procedure for mixing various tints and colours using the colour pallet.
- Demonstrate the use of duplicating cut, copy, paste, and rotating around a point.
- effectively use the pathfinder.
- practice and refine the use transparencies, compound path, and clipping mask
- make effective use of ‘creating outlines” for type.

2. Create and manipulate original text layouts using Adobe IndesignPotential Elements of the Performance:

- demonstrate the ability to create and manipulate columns and page borders within a document window
- demonstrate pouring text into columns, adjusting line lengths and keeping text joined within 2 or more columns.
- use character and paragraph styles to manipulate text size, font, and spacing
- Use imported images created in other programs within Indesign and show the ability manage and change links within the document
- Show the ability to properly manage an Indesign document and all support files within the document, and prepare files for an external agency

3. **Use the tools available in Adobe Photoshop to manipulate and create interesting images**

Potential Elements of the Performance:

- Show the ability to choose the appropriate selection tool to complete tasks efficiently
- Adjust image size, resolution, levels, and mode
- Demonstrate moving, cutting, copying, and pasting selections
- Use the transform tool to alter and manipulate images.
- Show the ability to combine 2 or more images/selections
- Properly use and manage layers
- Effectively use the tools in the toolbar, and apply filters to create visually interesting images
- Proper use of scanners and scanner settings
- Properly save Photoshop files for import to other applications
- Use clipping mask

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. Adobe Illustrator and tools
2. Adobe Indesign and tools
3. Adobe Photoshop and tools
4. Proper scanning techniques
5. Vector, layout and raster files
6. File management – proper saving to ensure correct linking, printing and seamless file transfer
7. Introduction to file formats and transfer of files
8. File sharing and archiving
9. CMYK, RGB, Greyscale, duotones
10. Resolution and file size
11. Proper printing techniques and troubleshooting

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will need a back up device/media to safe keep their work ei. CD-R, USB Memory stick, iPod.

Students will be required to purchase matte board and cover stock as assignments warrant.

Recommended Reading

*Adobe Classroom in a book for InDesign, Illustrator, Photoshop
Photoshop and Illustrator WOW books*

V. EVALUATION PROCESS/GRADING SYSTEM:**Assignments + 100% of final grade**

Final evaluation for this course will be a letter grade as outlined below.

Assignments will be weighted equally and will constitute 100% of the student's final grade. A missing assignment is equivalent to course objectives not achieved which results in an "F" (fail) grade for the course

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

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
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.	

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 its 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.

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.
- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- 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.
- 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
- 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.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted
- 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.

- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- 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 from final grade

5 classes missed = 20% deduction from final grade

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.

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 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, as may be decided by the professor. 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.

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 Expectations:

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence

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. 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.

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.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

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 *November*, 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 from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

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

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