

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Design 4

CODE NO. : ADV 248

SEMESTER: 04

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: May 14

PREVIOUS OUTLINE DATED: May 13

APPROVED:

“Colin Kirkwood”

June 4/14

DEAN

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 238

HOURS/WEEK: 3

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For additional information, please contact Colin Kirkwood, Dean
School of Environment, Design, Business Programs
(705) 759-2554, Ext. 2688

I. COURSE DESCRIPTION:

This course is a continuation of Design 3. Participants in this course will build upon knowledge based in previous design classes and carry those skills forward into developing sound design systems to aid in the development of larger projects. Students will be required to defend their design decisions at formal critique sessions with reference to research completed on each project topic. The course will culminate in the development of a portfolio of work that students may use to assist in finding summer work or internships in the design industry. This course will be a preparation for larger scale projects delivered in design 5 and 6 in following semesters.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Develop an ability to use documented design process to communicate design concept to others

Potential Elements of the Performance:

- Use a creative process to generate ideas, thumbnails and proposed design solutions on a project.
- Demonstrate an ability to think wholistically about a design project
- Demonstrate an ability to use research skills (ethnographic and literary reviews) to help direct and justify design solutions
- Develop a series of design iterations to explore possible solutions
- Demonstrate an ability to craft clean, accurate and meaningful design solution presentations that communicate concepts to the audience
- Demonstrate an ability to write an effective design problem statement
- Demonstrate an ability to write a design rationale providing the reasons why and proof that the design achieves it's intended goal.

2. Develop visually appropriate and consistent design systems to aid in the development of larger projects

Potential Elements of the Performance:

- Use of grid and colour systems
- demonstrate an ability to communicate design intent to other designers and production people
- demonstrate an ability to communicate design intent to clients and superiors
- demonstrate the ability to achieve visual and typographic consistency on a larger scale project
- demonstrate an understanding of grid system applications

3. Demonstrate an ability to employ a typographic design system in a multi page document

Potential Elements of the Performance:

- Use ABA forma and gridforms to create a standard on which to develop multipage documents
- Correctly use paragraph and character styles to Ensure typographic consistency within a document

4. Demonstrate an ability to use more sophisticated design concepts as appropriate

Potential Elements of the Performance:

- Explore a variety of grid systems

- Understand visual concepts such as complexity, pattern, simplicity, white space, transparency, visual movement, unity, contrast, proportion
5. Demonstrate an ability to present work in a portfolio format
- Potential Elements of the Performance:
- Demonstrate the ability to gather and curate work into a portfolio showing a cross section of current skills
 - Explore portfolio formats
 - Compare and contrast different ways of presenting a portfolio of work
 - Practice discussing work in a portfolio format

III. TOPICS:

1. Design process and documentation
2. Use of grid systems and ABA form
3. Use of contrast, unity, movement, visual hierarchy
4. Use of complexity and pattern, simplicity, transparency, layering
5. Design systems
6. Signage graphics
7. Information graphics
8. portfolio

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Supplies from the program portfolio will be required for each class. Students will be required to replace consumable items as individual project needs warrant.

Students are also encouraged to experiment with whatever other media they chose not included in the kit as long as they are not solvent or oil based

Spray fixative may need to be used on pastel drawings – this must be applied outside of the building in a well ventilated area. Spray fixative and Spray glue pose a health hazard to the artist and others and will not be used inside the college building under any circumstances.

* 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 acrylic paints will be used.

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

For archiving electronic files students will need to recordable CD's for storage and retrieval. The use of currently available memory sticks or ipod's for file transfers are also encouraged

Required text:

Typographic Design: Form and Communication Third Edition by Carter , Day, Meggs ISBN 0-471-38341-4

Required portfolio – Students will be required to present work in a professional style Pina Zangaro portfolio case in stock in our campus shop. Equivalent professional style portfolio cases will be accepted after review and discussion with the professor.

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:

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

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.

DEDUCTIONS – LATES AND FAILS

Lates:

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

Maximum grade for a late assignment is “C”

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 timeframes established through immediate discussion with the Professor

Maximum grade for a failed assignment is “C”

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.

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 (late) 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.

COURSE OUTLINE IN ADDENDUM:

VII.

The provisions contained in the addendum located on the portal form part of this course outline.