

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Professional practices 1: Design Documentation

CODE NO. : ADV 263 **SEMESTER:** 4

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: May 14 **PREVIOUS OUTLINE DATED:** May 13

APPROVED: "Colin Kirkwood" June 4/14

DEAN

DATE

TOTAL CREDITS: 3

PREREQUISITE(S): College and Program Admission Requirements

HOURS/WEEK: 1

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I. COURSE DESCRIPTION:

This studio course allows students to utilize skills learned to date in other design related classes. The course will focus on the concept of research driven design. Students will be required to explore current methods of design and creative thinking using modern day designers and case studies as a basis for approaches to creative problems.

The course will also encourage student to research and experiment with areas of design of personal interest to the students and not necessarily covered in regular design course curriculum.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify design problems, plan and document design solutions
Potential Elements of the Performance:
 - Use provided documentation structure to document design problem statements
 - Develop a project plan to guide design research and creativity
 - Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
 - Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
 - Demonstrate an ability to include user testing methods as required in design process and document the results.
2. Research content of material related to assignments
Potential Elements of the Performance:
 - Use research techniques to fully understand the content and subject matter of the assignment at hand.

Use research techniques to identify potential production problems
3. Identify different approaches to research and information gathering
Potential Elements of the Performance:
 - Demonstrate an ability to gather and analyse ethnographic research information
 - Demonstrate an ability to gather and analyse quantitative research information
 - Demonstrate an ability to gather and analyse qualitative research information
 - Demonstrate an ability to gather and analyse literary review research information
4. Demonstrate an ability to document all stages of the design process
Potential Elements of the Performance:
 - Demonstrate an ability to cite resources properly according to supplied formats.
 - Demonstrate the ability to use design research information to direct a creative solution to a design problem
5. Write effective design statements and rationales employing SMART objectives
Potential Elements of the Performance:
 - Write an effective and concise design problem statement using SMART objectives
 - Apply information gathered in design research to direct creative solutions to graphical problems

Use information gathered in design research to defend a design direction in written form.

6. 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. Research and design documentation skills
2. Defining the design problem and establishing SMART objectives
3. Research methods and creative approaches
4. Documenting sources
5. Writing effective design rationale reports
6. Defending design decisions based on documented research
7. Professional practices

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be required to research using both internet and library sources for this class. Materials to take notes are a must. The mac lab (gl600) will be available after hours for students to develop design solutions and word process reports. Students will be required to use layout bond, markers and pens from their portfolio kits to create preliminary studies on projects.

Required Text

*A Designers Research Manual, Jenn and Ken Visocky O'Grady, Rockport 2006,
ISBN 1-59253-257-8*

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.

Assignments = 50% of grade

Self directed side project = 50%

*note on participation – Significant learning takes place in discussion groups in this class. Being prepared for discussions is crucial to the success of the student.

Participation notes will be taken as well as attendance notes for each class. To participate students are expected to bring all necessary supplies to class session, bring all necessary project work complete and in progress, and take active part in classroom discussion by providing opinion and input into the daily topic of discussion.

The following semester grades will be assigned to students:

Grade	Definition	<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	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.	

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 a timeframe to be immediately negotiated 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

- Due to the nature of this course resubmissions of assignments will not be considered

VII. COURSE OUTLINE IN ADDENDUM

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