# SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

## SAULT STE. MARIE, ONTARIO

## COURSE OUTLINE

**COURSE TITLE:** DESIGN 4

**CODE NO. :** ADV248        **SEMESTER:** 4

**PROGRAM:** GRAPHIC DESIGN

**AUTHOR:** Terry Hill

**DATE:** May 15     **PREVIOUS OUTLINE DATED:** May 14

**APPROVED:**        "Colin Kirkwood"        June/15

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                       **DEAN**             **DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):** ADV238

**HOURS/WEEK:** 3

DESIGN 4                                                                                                    ADV248

## 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 approach a design project in a wholistic manner
- 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 sophisticated design concepts as appropriate**
    Potential Elements of the Performance:
    - Explore a variety of grid systems
    - employ visual concepts such as complexity, pattern, simplicity, white space, transparency, visual movement, unity, contrast, proportion in design solutions

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

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**III.    TOPICS:**

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

## IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

*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.

Students will be required to use a variety of tools and supplies based upon their
individual approaches and proposed design solutions. Items form the portfolio kit
purchased in first year will be used to develop traditional aspects of design
solutions. Consumable supplies can be purchased from a variety of local and
internet sources dependent on student needs. It is encouraged that students
incorporate the use of digital imagery both purchased stock and their own digital
images.
Students will need to utilize their own file transfer/storage media to archive digital
copies of work. The use of memory sticks, iPods, external hard drives is
encouraged.

## V.   EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of the 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 and their relative weighting are listed on the LMS system for
this  course.

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. |

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

## VI.   SPECIAL NOTES:

Attendance:
Sault College is committed to student success.  There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

**All assignments must be submitted to a satisfactory level to achieve credit for this course**

**Graphic Design Assignment Resubmission policy**
- **Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.**

    1. an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
    2. 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.
    3. 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
    4. 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.
    5. Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
    6. 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.
    7. When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
    8. 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.

## Lates:
An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined 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.

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is "C" (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

**Preliminary Studies:**
Most assignments require preliminary or intermediate steps such as thumbnails, roughs, and

DESIGN 4                                                                                    ADV248

## VII.   COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.