SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: Production for Design 4

CODE NO. : ADV363   **SEMESTER:** 6

PROGRAM: GRAPHIC DESIGN

AUTHOR: Terry Hill

DATE: May 16   **PREVIOUS OUTLINE DATED:** May 15

APPROVED: Sherri Smith   Jan 17

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                            CHAIR   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 362

HOURS/WEEK: 3

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I.   COURSE DESCRIPTION:

This course is a continuation of Production For Design 3. The course will expand on electronic production techniques, printing methods, and electronic production issues surrounding web pages and coding. The subject of paper and printing substrates will be explored further in addition to web related production techniques . It is intended that this course will inform the student of the remainder of the basic information that they need to be competent production artists within the graphics industry.

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II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. **Develop and implement solutions to problems encountered in all phases of the graphic design process focusing on the production phase of the process**
    Potential Elements of the Performance:
    - Use previously learned documentation skills to establish design and production plans for a project
    - Compare and contrast a variety of production options on a project

2. **Use a variety of technologies to create, capture and manipulate design elements in producing a final product**
    Potential Elements of the Performance:
    - Prepare design artwork for the printing process and digital media
    - Identify technical issues of digital working methods for design a pre press
    - Apply basic knowledge of HTML and CSS code manipulations
    - Apply skills in areas of image cropping, resizing, and clean up using electronic means
    - Create, manipulate and compose images for design purposes

3. **Demonstrate an ability to use and specify substrates for printing**
    Potential Elements of the Performance:
    - Apply knowledge paper and its use in the printing industry
    - Identify and specify non-paper printing substrates as required on projects

4. **Demonstrate an understanding of a variety of printing processes such as but not limited to silk screen, flexo, large format e-print, photographic processes**
    Potential Elements of the Performance:
    - Define different stages of art production
    - Demonstrate an ability to plan and outline production steps for a printed project
    - Prepare and properly mark up proofs to provide instructions to a printer
    - File and organize projects in a manner ready to transfer to disc for remote

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>   printing
- Compare and contrast various printing and production methods

5. **Demonstrate an ability to translate images and information form one medium to another (eg. Print vs. web vs. format size)**
   Potential Elements of the Performance:
   - Define CMYK, RGB, and hexidecimal colour modes and identify their applications
   - Apply knowledge of colour gamut, colour theory, and additive vs subtractive colour to projects in an appropriate fashion
   - Apply knowledge of print based, web based and digital requirements in manipulating and preparing images and information for distribution
   - Apply knowledge of motion graphics and take appropriate restrictions into account when translating imagery from one medium to another

6. **Apply effective business practices and project management skills in regards to a design/production position in the graphic design field**
   Potential Elements of the Performance:
   - Use time and resource management skills to achieve project goals
   - Prepare and organize information for projects to effectively communicate with a supplier
   - Demonstrate an ability to effectively request and recieve project estimations from suppliers

III.   TOPICS:

1. Documentation skills
2. Offset printing,Silk screen, large format e-print, pdf, preparing files, documenting projects
3. Web production, working with code and templates
4. Importance of accuracy
5. File formats, proofs, communicating with suppliers
6. Preparing images and information for production processes

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:
Suggested reading: *Guide to graphic print Production, Johansson, Wiley 2003, ISBN 0-471-27347-3*
Suggested reading Pocket Pal – Graphic Arts Production Handbook By International Paper

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 and their relative weighting are listed on the LMS system for
this course.
In the case of certain assignments or parts of assignments that are not
eligible for resubmission and a failing grade has been achieved that
assessment grade will be calculated into the final grade for the semester
as per the grade scheme on LMS.

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 academically
successful, the faculty member may confidentially provide that student's name to
Student Services in an effort to help with the student's success. Students wishing
to restrict the sharing of such information should make their wishes known to the
coordinator or faculty member.

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VI.   SPECIAL NOTES:

<u>Attendance:</u>
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.

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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.**
- **NOTE: in this course there may be assignments or components of assignments that are NOT eligible for resubmission – please refer to the assignment sheets for this assignment specific information.**

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.

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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.
If the failing grade is associated with an assignment or a portion of an assignment which is not eligble for resubmission then the assignment or portion of assignment need not be resubmitted but the earned grade will be calculated as part of the final grade for the course

VII.   COURSE OUTLINE ADDENDUM:

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