



- I. COURSE DESCRIPTION:** In this course students will be challenged to solve visual problems by creating communication pieces such as book covers, editorial design, and advertising design and initial web design concepts and approaches. Students will learn concepts in consistency, grid systems, brand identity, design process, and print vs. web applications. 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 3 and 4 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 research and 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 visual, organizational, and typographic design systems in a multi page document**

Potential Elements of the Performance:

- Use ABA form 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
- Demonstrate an ability to create and use visual, organizational and typographic systems in print based, digitally based books and websites.

4. **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 including print and digital and web based approaches
- Compare and contrast different ways of presenting a portfolio of work
- Practice discussing work in a portfolio format

5. **Incorporate system design using a variety of software packages**

Potential Elements of the Performance:

- Show the ability to create effective and original artwork that creates a consistent overall design
- Combine text & graphics to create an original design
- Use design elements over an array of promotional pieces to create a unified and specific look
- Develop visually consistent solutions to multi-faceted digital design problems.

6. **Develop and implement solutions to design problems**

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.
- Document steps taken within the design process to enable the development of sound design approaches.

### III. TOPICS:

1. Grids and how to use them as an organizational/layout tool
2. Design process and creative approaches
3. Design systems
4. Logo development
5. Consistent campaigns
6. Application of formative research techniques to direct projects
7. Portfolio development and presentation skills

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

**Portfolio** – It is recommended that students present their work at the end of the semester in a professional style Pina Zangaro portfolio case in stock in our campus shop. This print portfolio ( if chosen to be used) must be of high professional quality. Equivalent professional style portfolio cases will be accepted after review and discussion with the professor.

Students will be required to purchase a domain name and server space to host their own professional portfolios online. Students may consider using the .design domain available through RGD Ontario. [<https://rgd.design/>]

Students will be required to use a variety of tools and supplies based upon their individual approaches and proposed 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 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.

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<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.	

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.

**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

Attending classes, discussions and critiques is critical to success in this course. A maximum of three absences will be tolerated during the semester. A deduction to the final grade can be applied for any absences in excess of three. The deduction will be -10% for every additional class absent after the tolerated three limit has been achieved.

i.e 4<sup>th</sup> class missed = -10%

5<sup>th</sup> class missed = -20%

etc.

### Assignments

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

Assignments that achieve a fail grade must be redone to a satisfactory standard by a timeframe set through discussion with the Professor.

If a student chooses to improve their grade on any assignment it is suggested they discuss their plans with their professor and resubmit the assignment according to the resubmission policy

### 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.

### Homework:

Most assignments require some homework. Students in this course should plan for a minimum of one hour per week ( sometimes more) outside of class.

**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 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.

Check your evaluation criteria for each assignment to assess the need for preliminaries.

**VII. COURSE OUTLINE ADDENDUM:**

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