

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Design Theory

CODE NO. : MMW 108 **SEMESTER:** One

PROGRAM: Multi-Media Web Design

AUTHOR: Terry Hill

DATE: 00F **PREVIOUS OUTLINE DATED:** None

APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS: 4 credits

PREREQUISITE(S): Program admission requirements

Hours/ Week 3 hours class time per week

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For additional information, please contact
School of Engineering Technology and Trades
(705) 759-2554, Ext.485

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I. COURSE DESCRIPTION:

The design concepts of balance, proportion, unity, and movement will be explored in this course. This course will allow the student to use a hands-on problem solving approach to reach conclusions about the layout of different pages. The use of page layout grids as an organizational tool will be employed. The student will incorporate both type and images into layouts to create dynamic web pages and presentation documents while ensuring that those same pages are readable, legible and of interest to the readers. The student will be exposed to creating multi-page documents. Storyboarding and project planning will be important aspects of this course.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

- 1 demonstrate an understanding of the basic design concepts of balance, proportion, unity, contrast and movement
- 2 Create dynamic and interesting page layouts
- 3 Ensure readability and legibility of presentations
- 4 Utilize grid systems as organizational tools
- 5 Ensure a visual consistency between related pages
- 6 Employ a methodical design process in planning projects

1. demonstrate an understanding of the basic design concepts of balance, proportion, unity, contrast and movement

Potential Elements of the Performance:

- define and recall the anatomical parts of a letterform
 - understand and recall typographic terms
 - demonstrate an ability to mark up text for production
 - demonstrate an ability to translate traditional typographic terms to a web environment
2. Create dynamic and interesting page layouts

Potential Elements of the Performance:

- demonstrate an understanding of how people read words on a page
- effectively present type that is readable

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- demonstrate an ability to organize text into a visual hierarchy

3. Ensure readability and legibility of presentations

Potential Elements of the Performance:

- demonstrate an ability to define typographical design problems and solve them
- demonstrate an ability to choose appropriate typefaces to communicate specific ideas
- demonstrate an ability to use already learned design techniques to help communicate typographic messages

4. Utilize grid systems as organizational tools

Potential Elements of the Performance:

- demonstrate an ability to match concepts and ideas to specific typeface designs
- explore how different typeface designs imply different meanings to headline text
- demonstrate an ability to create headline treatments using a combination of letterforms and illustration

5. organize large documents in a typographically consistent fashion

Potential Elements of the Performance:

- demonstrate an ability to create a typographic hierarchy of information
- effectively apply consistent design treatments to similar text
- demonstrate an ability to provide a close attention to detail in projects
- apply the use of style sheets when creating page layout or web documents

6. Ensure a visual consistency between related pages

Potential Elements of the Performance

- demonstrate an ability to apply consistent typographic designs to a print based document and a web based document
- demonstrate an ability to plan a design project to allow for technological inconsistencies in web based vs. print based presentations

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- 7 Employ a methodical design process in planning projects

Potential Elements of the Performance

- define and recall the development stages of a design project
- demonstrate an ability to define and analyze a target audience
- demonstrate an ability to identify specific communications issues with a specific target audience
- effectively plan a project using traditional design planning methods

III. TOPICS:

1. Page layout and creating multi-page documents
2. Introduction to colour theory and visual language
3. Design theory and methodology
4. Balance, sequence, unity, contrast, proportion
5. Target audiences
6. Methods of communication
7. Storyboarding and site layout

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be required to purchase their own 100MB iomega zip disc to archive and transport files. These materials are available from the campus shop

Ritchie – include a List of assignments and tests and their weighting in relation to the final semester grade plus any other required resources (if any)

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments + 100% of final grade

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course. The following semester grades will be assigned to students in postsecondary courses:

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<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.40
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

Midterm grades:

Midterm grades are granted as “S” for Satisfactory progress and “U” for unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School’s Dean.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

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Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Homework:

This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one hour homework be done each week.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

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Deductions – Lates and Incompletes

Lates:

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

A late assignment will be penalized by a 5% deduction for each week that it is late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade.

Maximum grade for a late assignment is “C”

A late assignment which is not executed to a minimum C (satisfactory) level will be assigned an incomplete grade with additional penalties outlined below.

Incompletes

An incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory “C” grade level or in which the directions have not been followed correctly.

An incomplete assignment must be entirely re-done or corrected according to the instructor’s specific instructions and resubmitted within one week.

An incomplete assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for an incomplete assignment is “C”

Incomplete assignments not submitted within the one week

Timeframe will be subject to 5% late deductions for each week they are overdue.

Attendance:

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.

i.e. 4 classes missed = 10% deduction from final grade

5 classes missed = 20% deduction from final grade

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VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.