

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Web Graphic Design

CODE NO. : MMW 202-04 **SEMESTER:** two

PROGRAM: Multi-Media Web Design

AUTHOR: Terry Hill

DATE: 01W **PREVIOUS OUTLINE DATED:** None

APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS: 4 credits

PREREQUISITE(S):

LENGTH OF COURSE: 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

I. COURSE DESCRIPTION:

This course is designed to allow the students to use “state of the art” graphics software. It will reinforce the concepts and ideas from the previous semester. Emphasis will be placed on producing cross-platform and portable web graphics and support documents

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 vector based graphics
- 2 demonstrate an understanding of raster based graphics
- 3 demonstrate an understanding of the creation and implementation of PDF files
- 4 Create advanced type treatments and web graphics
- 5 Demonstrate an understanding of screen and print image resolutions
- 6 Prepare web graphics and images that load quickly and do not use up unnecessary memory
- 7 Employ a methodical design process in planning projects

1. demonstrate an understanding of vector based graphics

Potential Elements of the Performance:

- Demonstrate an ability use vector graphics when appropriate
- demonstrate an ability to re-draw business graphics as required
- demonstrate an ability to use vector based graphics in multi-media or web based presentations

2. demonstrate an understanding of raster based graphics

Potential Elements of the Performance:

- Demonstrate an ability use raster graphics when appropriate
- demonstrate an ability to manipulate photographic images and graphics as required
- demonstrate an ability to use raster based images in multi-media or web based presentations
- demonstrate an understanding of image resolution and how it relates to a web environment

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3. demonstrate an understanding of the creation and implementation of PDF files

Potential Elements of the Performance:

- Demonstrate an ability use PDF files when appropriate
- demonstrate an ability to use PDF files in multi-media or web based presentations

4. Create advanced type treatments and web graphics

Potential Elements of the Performance:

- demonstrate an ability to create professional looking headline and type treatments
- demonstrate an ability to use graphics software to create images for use in multi-media presentations or web site applications
- demonstrate an ability to recreate web graphics from a supplied sample

5. Demonstrate an understanding of screen and print image resolutions

- Compare and contrast screen resolutions and print resolutions
- Demonstrate an understanding of how image size manipulation effects reproduction resolution

6. Prepare web graphics and images that load quickly and do not use up unnecessary memory

- demonstrate an ability to identify image size, image application and assign the appropriate resolution to the image
- demonstrate an ability to manipulate and change file formats as appropriate in presentation graphics

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

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III. TOPICS:

1. How to prepare images files for use on the web
2. Resolutions and file formats for graphics
3. Colour theory
4. Using a methodical approach to design
5. Adobe illustrator, photoshop, and acrobat

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

TBD please research and fill in this section along with a listing of assignments and their weighting in relation to the final semester grade

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:

<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>).	

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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.

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.

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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.