

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: COMPUTER APPLICATION IN OUTDOOR RECREATION
CODE NO. : NRT 230 **SEMESTER:** 1
PROGRAM: PARKS AND OUTDOOR RECREATION TECHNICIAN
AUTHOR: RITCHIE DONAGHUE
DATE: 03F **PREVIOUS OUTLINE DATED:** 02F
APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS: 6
PREREQUISITE(S): COLLEGE and PROGRAM ADMISSION REQUIREMENTS
HOURS/WEEK: 3

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For additional information, please contact Colin Kirkwood, Dean
School of Technology, Skilled Trades & Natural Resources
(705) 759-2554, Ext. 688

I. COURSE DESCRIPTION:

This course is a hands-on class that introduce students to the present methods be used for promotional purposes within the context of parks and outdoor recreation. Students will prepare hands on projects that would be suitable for print promotion and distribution over the internet. Students will prepare a complete promotional package inclusive of a postcard, a brochure and a web site design. The course will introduce students to the most advanced software currently being used in the graphics industry

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Recognize and express the qualities necessary to promote a business with the parks and outdoor recreation market.**Potential Elements of the Performance:**

- Development of an advertising rationale
- Development of an effective visual identity package
- Development of an effective advertising package

2. Understand the commercial methods available for advertising and promotion.**Potential Elements of the Performance:**

- A thorough understanding of the commercial processes currently used with the advertising industry
- An understanding of posting web sites to the internet – both the physical production of sites and their effective distribution
- An understanding of mailing lists and their compilation
- An understanding of all players involved in the advertising process and the final costs that will be incurred

3. Develop hands on usage of graphic software**Potential Elements of the Performance:**

- A solid understanding of vector and raster based software.

4. Develop finished digital imagery**Potential Elements of the Performance:**

- Develop finished promotions with the use of current software

5. **Appropriate time and budget management.**

Potential Elements of the Performance:

- Develop the ability to realistically work within a budget, to "stretch a buck to the limit.
- To understand how to buy advertising space and read the "CARD" (Canadian Advertising Rates and Data)

III. TOPICS:

1. The Macintosh environment
2. Vector and Raster software
3. Adobe Photoshop
4. Adobe Illustrator
5. Macromedia Fireworks and Dreamweaver
6. Web design software
7. Advertising costs
8. Print promotion – design and production

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

No textbooks required

Additional Resource Materials

Students will be given necessary reference materials on a per project basis

V. EVALUATION PROCESS/GRADING SYSTEM:

<give breakdown of tests/assignments and their weights relative to calculating the final 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%	2.00
F (Fail)	59% 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.	

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/program, as may be decided by the professor/dean. 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.

Course outline amendments:

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.

Substitute course information is available in the Registrar's office.

<include any other special notes appropriate to your course>

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

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.

DEDUCTIONS - LATES & INCOMPLETES:**Lates:**

- An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.
- A Late assignment will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the 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 re-submitted 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.

Homework:

Because this course is 6 credits delivered in a 3 hour supervised studio format, the equivalent of 6 hour per week minimum of homework will be expected outside the scheduled studio class

Preliminary Studies:

- All 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.
- Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

ATTENDANCE:

- 80% attendance is mandatory. A **maximum of 3 classes absent** (total 6 hours) will be tolerated.
- There will be a **10 % penalty** deduction from the final grade for each class missed after the maximum allowed of 3; a **5 % penalty** deduction will be assessed for half classes missed (before or after the break).
- A student who arrives any time after the class has begun will be assessed a **late** penalty of a half class missed - **5 %** deduction from final grade.

MIDTERM ("S" or "U"):

Midterm grades are "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.

