

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: COMPUTER APPLICATION IN OUTDOOR RECREATION
CODE NO. : NRT230 **SEMESTER:** FALL 2004
PROGRAM: PARKS AND OUTDOOR RECREATION TECHNICIAN
AUTHOR: RITCHIE DONAGHUUE
DATE: AUGUST 2004 **PREVIOUS OUTLINE DATED:** AUGUST 2003
APPROVED: _____
TOTAL CREDITS: 6 CREDITS **DEAN** **DATE**
PREREQUISITE(S):
HOURS/WEEK: 3 HOURS IN CLASS PER WEEK

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*For additional information, please contact C. Kirkwood, Dean
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I. COURSE DESCRIPTION:

This course is a hands-on class that introduces students to the present methods being 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 softwarePotential Elements of the Performance:

- A solid understanding of vector and raster based software.

4. Develop finished digital imageryPotential 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)

6. Web based promotionPotential Elements of the Performance:

- Develop an effective web site for promotion of an outdoor business

III. TOPICS:

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

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

No textbooks required

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

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 "F" (fail) grade for the course.

DEDUCTIONS – LATES AND FAILS**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's 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 D (satisfactory) level will be assigned a fail grade with additional penalties outlines 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.

A failed assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is “C”

Failed 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

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.

Reclaiming and Retaining Past Assignments

For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions and a notice will be posted at the front of the classroom noting that the assignment has been returned. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

The following semester grades will be assigned to students:

Grade	Definition	<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.	

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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 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.

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.