SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: PRODUCTION FOR DESIGN 2

CODE NO. : ADV143   **SEMESTER:** TWO

PROGRAM: GRAPHIC DESIGN

AUTHOR: FRANK SALITURI

DATE: NOV 15   **PREVIOUS OUTLINE DATED:** NOV 14

APPROVED:

         _____   _____
                            DEAN   **DATE**

TOTAL CREDITS: 4 credits

PREREQUISITE(S): ADV 142

Hours/ Week 3 hours

I.   COURSE DESCRIPTION:
This course is a continuation of Production for Design 1. This is a foundation course in the basics of electronic creativity. The importance of computer terminology will be stressed. Students will learn to manipulate equipment and software, manage files, scan images, and create graphics and text layouts using the Adobe Creative Suite package which includes Illustrator, Photoshop and InDesign.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

1.   **Originate visual graphic designs through the proper use of the tools available in Adobe Illustrator**

Potential Elements of the Performance:
- demonstrate the ability to properly use pen tool
- effectively edit paths and points
- demonstrate the ability to produce precise, smooth edges.
- practice and refine the use of the toolbox.
- distinguish between open and closed paths.
- apply knowledge in the proper procedure for mixing various tints and colours using the colour pallet.
- Demonstrate the use of duplicating cut, copy, paste, and rotating around a point.
- effectively use the pathfinder.
- practice and refine the use transparencies, compound path, and clipping mask
- make effective use of 'creating outlines" for type.

2   **Create and manipulate original text layouts using Adobe InDesign**

Potential Elements of the Performance:
- demonstrate the ability to create and manipulate columns and page borders within a document window
- demonstrate pouring text into columns, adjusting line lengths and keeping text joined within 2 or more columns.
- use character and paragraph styles to manipulate text size, font, and spacing
- Use imported images created in other programs within InDesign and show the ability manage and change links within the document
- Show the ability to properly manage an InDesign document and all support files within the document, and prepare files for an external agency

3. **Use the tools available in Adobe Photoshop to manipulate and create interesting images**

Potential Elements of the Performance:
- Show the ability to choose the appropriate selection tool to complete tasks efficiently
- Adjust image size, resolution, levels, and mode
- Demonstrate moving, cutting, copying, and pasting selections
- Use the transform tool to alter and manipulate images.
- Show the ability to combine 2 or more images/selections
- Properly use and manage layers
- Effectively use the tools in the toolbar, and apply filters to create visually interesting images
- Proper use of scanners and scanner settings
- Poperly save Photoshop files for import to other applications
- Use clipping mask

4. **Apply appropriate, effective, and professional practices in the classroom studio setting**

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.

III.   TOPICS:

1. Adobe Illustrator and tools
2. Adobe InDesign and tools
3. Adobe Photoshop and tools
4. Proper scanning techniques
5. Vector, layout and raster files
6. File management – proper saving to unsure correct linking, printing and seamless file transfer
7. FIle formats and transfer of files
8. File sharing and archiving
9   CMYK, RGB, Greyscale, duotones
10 Resolution and file size
11 Proper printing techniques and troubleshooting

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:
Students will need a back up device/media to safe keep their work ei. CD-R, USB Memory stick, External Hard drive.
Students may be required to purchase matte board and cover stock as assignments warrant.
Recommended Reading
Adobe Classroom in a book for InDesign, Illustrator, Photoshop
Photoshop and Illustrator WOW books

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
The following semester grades will be assigned to students in postsecondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% 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.	

DEDUCTIONS – LATES AND FAILS

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

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.

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 and %5 deduction for lates.
i.e. 4 classes missed = 10% deduction form final grade
4 classes missed and 1 late = 15% deduction from final grade

Resubmission policy
- Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.

- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will recieve a maximum C grade as indicated under the section for Lates and Fails in this outline.

- 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

- 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.

- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted

- 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.

- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade

- 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.

VI.   SPECIAL NOTES:

Course Expectations:
Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence

VII.   COURSE OUTLINE ADDENDUM:
The provisions contained in the addendum located in D2L and on the portal form part of this course outline.