

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Professional Practices 1:Design Documentation

CODE NO. : ADV263 **SEMESTER:** 4

PROGRAM: GRAPHIC DESIGN

AUTHOR: Terry Hill

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

APPROVED: "Colin Kirkwood" June/15

	DEAN	DATE
TOTAL CREDITS: 3		
PREREQUISITE(S): College and Program admission requirements		
HOURS/WEEK: 1		

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I. COURSE DESCRIPTION:

This studio course allows students to utilize skills learned to date in other design related classes. The course will focus on the concept of research driven design. Students will be required to explore current methods of design and creative thinking using modern day designers and case studies as a basis for approaches to creative problems. The course will also encourage student to research and experiment with areas of design of personal interest to the students and not necessarily covered in regular design course curriculum.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify design problems, plan and document design solutionsPotential Elements of the Performance:

- Use provided documentation structure to document design problem statements
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project. Demonstrate an ability to include user testing methods as required in design process and document the results

2. Research content of material related to assignmentsPotential Elements of the Performance:

- Use research techniques to fully understand the content and subject matter of the assignment at hand.
- Use research techniques to identify potential production problems

3. Identify different approaches to research and information gatheringPotential Elements of the Performance:

- Demonstrate an ability to gather and analyze ethnographic research information
- Demonstrate an ability to gather and analyze quantitative research information
- Demonstrate an ability to gather and analyze qualitative research information
- Demonstrate an ability to gather and analyze literary review research information

4. Demonstrate an ability to document all stages of the design processPotential Elements of the Performance:

- Demonstrate an ability to cite resources properly according to supplied formats.

- Demonstrate the ability to use design research information to direct a creative solution to a design problem

5. **Write effective design statements and rationales employing SMART objectives**

Potential Elements of the Performance:

- Write an effective and concise design problem statement using SMART objectives
- Apply information gathered in design research to direct creative solutions to graphical problems
- Use information gathered in design research to defend a design direction in written form.

6. **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. Research and design documentation skills
2. Defining the design problem and establishing SMART objectives
3. Research methods and creative approaches
4. Documenting sources
5. Writing effective design rationale reports
6. Defending design decisions based on documented research

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Recommended Reading

A Designers Research Manual, Jenn and Ken Visocky O'Grady, Rockport 2006,
ISBN 1-59253-257-8

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. Assignments and their relative weighting are listed on the LMS system for this course.

Assignments = 50% of grade

Self directed side project = 50%

*note on participation – Significant learning takes place in discussion groups in this class. Being prepared for discussions is crucial to the success of the student. Participation notes will be taken as well as attendance notes for each class. To participate students are expected to bring all necessary supplies to class session, bring all necessary project work complete and in progress, and take active part in classroom discussion by providing opinion and input into the daily topic of discussion.

- **NOTE: in this course some assignments or portions of assignments may not be eligible for late submission nor resubmission – please refer to individual assignment sheets posted on LMS**

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<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.

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

Graphic Design Assignment Resubmission policy

- **Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.**
 - **NOTE: in this course some assignments or portions of assignments may not be eligible for late submission nor resubmission – please refer to individual assignment sheets posted on LMS**
1. an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
 2. an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
 3. 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
 4. 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.
 5. Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
 6. 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.
 7. When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
 8. 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.

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.

Homework:

Most assignments require some homework. Students in this course should plan for a minimum of two hours per week (sometimes more) outside of class.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.