

# SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



## COURSE OUTLINE

**COURSE TITLE:** Fieldwork/Fieldwork Seminar

**CODE NO. :** ADV 318

**SEMESTER:** 5

**PROGRAM:** Graphic Design

**AUTHOR:** Terry Hill

**DATE:** May 2014

**PREVIOUS OUTLINE DATED:** May 2013

**APPROVED:**

"Colin Kirkwood"

June 4/14

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**DEAN**

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**DATE**

**TOTAL CREDITS:** 6

**PREREQUISITE(S):** ADV 264, ADV242, ADV248, ADV251

**HOURS/WEEK:** 1 hour in class + 16 hours per week in field for 8 weeks

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*For additional information, please contact Colin Kirkwood, Dean*

*Environment/Design/Business*

*(705) 759-2554, Ext. 2688*

**I. COURSE DESCRIPTION:**

This course will provide a practical application to the theory learned in the graphic design curriculum. Students will complete a minimum of 112 hours in the workplace in a design or design related capacity. In addition to the industry component of this course there will be a 1 hour weekly session to discuss career building, job searches, professional ethics, and portfolio development. See note regarding advanced standing in this course

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

1. Apply effective business practices and project management skills appropriate to his/her position in the graphic design field

**Potential Elements of the Performance:**

Demonstrate the ability to keep track of project records in the workplace  
Demonstrate the ability to work within the expectations of the workplace  
Demonstrate an ability to work within designated deadlines and schedules  
Demonstrate an ability to develop self promotional plans for finding suitable employment.

2. Develop and implement solutions to problems encountered in all phases of the graphic design process as their position in the field warrants.

**Potential Elements of the Performance:**

Demonstrate the ability to help the workplace creatively solve graphical problems  
Demonstrate the ability to be a positive contributor to the workplace

3. Develop personal and professional strategies and plans to improve job performance and professional relationships with clients co-workers and supervisors

**Potential Elements of the Performance:**

Demonstrate the ability to work professionally in the industry as illustrated by keeping confidentialities, presenting a positive attitude and good work ethic, respecting start/finish times  
Demonstrate the ability to self evaluate one's work abilities Demonstrate an ability to make self improvement plans based on self analysis  
Demonstrate an ability to identify self or professional improvement goals and plan the steps to reach those goals

5. Develop personal and professional strategies and plans to improve job performance

Potential Elements of the Performance:

Participate in group critiques of work sessions

Develop a constructive self analysis of project performance and create plans for improvement

Demonstrate an ability to maintain confidentiality of workplace

Demonstrate an ability to respect and adhere to the policies and procedures of the workplace

### III. TOPICS:

1. Professional practices
2. Creating applications for work
3. Job Searches
4. Professional ethics and code of conduct
5. Self promotion, portfolio development
6. Importance of Networking
7. Record keeping

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

No text is required

Students will be required to purchase a Pina Zangro aluminum case presentation portfolio with removeable plastic sleeves stocked in the campus shop or equivalent

### EVALUATION PROCESS/GRADING SYSTEM:

#### **Assignments = 100% of final grade**

Fieldwork Placement = 50% of Final Grade

Seminar Participation= 50% Final grade

The fieldwork component will be assessed based upon the submission of daily logbook entries by the student, and an employers assessment

The Seminar component will be evaluated based on student participation in the seminar sessions .

NOTE: upon completion of second year studies, students are encouraged to procure their own placement studies during the summer months. Placements that are organized by the student may be paid or unpaid, depending upon the agreement with the employer. Students who proceed to find their own placement opportunities over the summer months may be granted advanced standing on the fieldwork portion of this course. Students will need to provide a daily logbook of their activities at the workplace along with a letter from their employer providing a final assessment of the students skills. Students must inform their employers that the instructor may phone to request additional information regarding the students activities and workplace performance. Students who find summer employment in the design field and are given credit for fieldwork must still be active participants in the seminar session each week.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	
A	80 – 89%	4.00
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.	

#### 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.

***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 outlined below.

**VI. COURSE OUTLINE ADDENDUM:**

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