SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE: Production for Design 4

CODE NO. :   ADV363   **SEMESTER:**   6

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: May 14   **PREVIOUS OUTLINE DATED:**   May 13

APPROVED: "Colin Kirkwood"   June 4/14

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                               DEAN   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S):   ADV 362

HOURS/WEEK: 3 hours in class per week

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I.   COURSE DESCRIPTION:

This course is a continuation of Production For Design 3. The course will expand on electronic production techniques, printing methods, electronic production issues surrounding web applications and broadcasting graphics. The subject of paper and printing substrates will be explored. It is intended that this course will inform the student of the remainder of the basic information that they need to be competent production artists within 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.   Develop and implement solutions to problems encountered in all phases of the graphic design process focusing on the production phase of the process
     Potential Elements of the Performance:
     Use previously learned documentation skills to establish design and production plans for a project
     Compare and contrast a variety of production options on a project
2.   Use a variety of technologies to create, capture and manipulate design elements in producing a final product
     Potential Elements of the Performance:
     Prepare design artwork for the printing process and digital media
     Identify technical issues of digital working methods for design a pre press
     Apply basic knowledge of paper stock
     Apply skills in areas of image cropping, resizing, and clean up using electronic means
     Create, manipulate and compose images for design purposes

3.   Demonstrate an ability to use and specify substrates for printing
     Potential Elements of the Performance:
     Apply knowledge paper and its use in the printing industry
     Identify and specify non-paper printing substrates as required on projects
4.   Demonstrate an understanding of a variety of printing processes sucha s but not limited to silk screen, flexo, large format e-print, photographic processes
     Potential Elements of the Performance:
     Define different stages of art production
     Demonstrate an ability to plan and outline production steps for a printed

project
Prepare and properly mark up proofs to provide instructions to a printer
File and organize projects in a manner ready to transfer to disc for remote printing

5. Compare and contrast application of colour systems in printed and digital environments
    Potential Elements of the Performance:
    Define CMYK, RGB, and hexidecimal colour modes and identify their applications
    Demonstrate an understanding of colour gamut, colour theory, and additive vs subtractive colour

6. Apply effective business practices and project management skills in regards to a design/production position in the graphic design field
    Potential Elements of the Performance:
    Use time and resource management skills to achieve project goals
    Prepare and organize information for projects to effectively communicate with a supplier
    Demonstrate an ability to effectively request and recieve project estimations from suppliers

7. **Demonstrate an ability to translate images and information form one medium to another (eg. Print vs. web vs. animation vs. format size)**
    Potential Elements of the Performance:
    Apply knowledge of print based, web based and digital requirements in manipulating and preparing images and information for distribution
    Apply knowledge of motion graphics and take appropriate restrictions into account when translating imagery from one medium to another

III.   TOPICS:

1. Documentations skills
2. Offset printing,Silk screen, large format e-print, pdf, preparing files, documenting projects
3. Printing substrates and their applications – how to specify
4. Importance of accuracy
5. File formats, proofs, communicating with suppliers
6. Preparing images and information for production processes

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IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

The following items from the portfolio kit will be used throughout this course: construction paper for cover stock, and matte board for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop. For archiving electronic files students will need to recordable CD's for storage and retrieval. The use of currently available memory sticks or ipod's for file transfers are also encouraged Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

Required text: *Guide to graphic print Production, Johansson, Wiley 2003, ISBN 0-471-27347-3*
 Suggested reading Pocket Pal – Graphic Arts Production Handbook By International Paper

V.   EVALUATION PROCESS/GRADING SYSTEM:
Assignments will constitute 100% of the student's final grade in this course.

Assignments will be evaluated according to the following, in accordance with college policies: This course will be evaluated in terms of a letter grade indicating overall performance in this class *All assignments are required to be successfully completed to meet the objectives of the course. 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:

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.

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. 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 that 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 a timeframe negotiated immediately with the professor. Maximum grade for a failed assignment is "C"

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

Resubmission policy. Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student. a) an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation. b) 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. c) 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
d) 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. e) Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted f) 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. g) When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade h) 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.

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

Field trips
This course may involve field trips to tour local printing/production facilities that may need to be scheduled outside of class time depending on availability of the printing/production shop being visited. Students will be required to meet at the field trip location at a time specified by the professor. Every effort will be taken to provide a minimum of 2 weeks notice for field trips.

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VI.   COURSE OUTLINE ADDENDUM:

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