

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: DESIGN 1 (Design Principles)

CODE NO. : GRD 102 **SEMESTER:** 1

PROGRAM: GRAPHIC DESIGN-DIGITAL MEDIA

AUTHOR: Terry Hill

DATE: May 16 **PREVIOUS OUTLINE DATED:** none

APPROVED:

	<u>Colin Kirkwood</u>	<u>Aug 16</u>
	DEAN/CHAIR	DATE

TOTAL CREDITS: 6

PREREQUISITE(S): Program admission requirements

HOURS/WEEK: 4 hours in class plus a two hour lab

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- I. COURSE DESCRIPTION:** This is a course focused in the fundamentals of 2 and 3 dimensional design, visual language and colour theory. Emphasis is placed on professional practices, problem solving, use of design principles, processes and creative thinking. The student will learn the importance of developing creative solutions to visual problems presented in a context of accuracy, cleanliness in presentation and adherence to deadlines. Presented in a digital format the course content will revolve around creating visual solutions to digitally based problems.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Demonstrate an understanding of the definition of Graphic Design
Potential Elements of the Performance:

- Document research and cite sources
- Communicate a concise definition of graphic design based upon RGDOntario definition of graphic design

2. Demonstrate an ability to produce digital comprehensives that are accurate, and on time

Potential Elements of the Performance:

- Practice the ability to produce clean and accurate presentations in adherence with project and program guidelines
- Demonstrate an understanding and employ both imperial and metric measurement systems in projects
- Demonstrate the ability to meet scheduling and deadline requirements of projects
- Produce final comprehensives organized and submitted as pdf format files using Acrobat

3. Demonstrate an understanding of basic colour theory(itten)

Potential Elements of the Performance:

- Demonstrate an understanding of basic colour theory (itten) including colour wheel, complimentary, tints/tones, analogous , tridactic harmonies, primary, secondary and tertiary colours, and value equivalents.
- Demonstrate the ability to use software to reproduce colour to a level of accuracy required by the project.
- Demonstrate the ability to effectively use colour in print based, digitally based and web based applications.

4. Demonstrate an ability to use visual language to communicate concepts to others

Potential Elements of the Performance:

- Demonstrate the ability to evoke a variety of emotions in the viewer.
- Demonstrate the ability to communicate abstract concepts using compositional techniques, gestalt theories, colour, shape, form, pattern, rhythm, balance, unity and contrast.

5. Demonstrate an ability to identify design problems, conduct appropriate research, document process and write effective rationales**Potential Elements of the Performance:**

- Employ all stages of traditional design processes including ideas, thumbnails, roughs, semi-comprehensives, and final comprehensives
- Demonstrate the ability to make judgements on the appropriate level of accuracy and detail required at each stage of development
- Practice clearly identifying a design problem to explore
- Employ SMART objectives in design solutions
- Practice literary review research methods
- Practice ethnographic research techniques when appropriate
- Support design solutions through research via writing effective rationale

6. Demonstrate an understanding of creative thinking techniques**Potential Elements of the Performance:**

- Develop an ability to be open minded to new ideas
- Demonstrate an ability to develop ideas without pre-judgement
- Demonstrate an ability to apply visual research in creative development
- Demonstrate an ability to employ different creative techniques such as but not limited to mind mapping, research driven design, free association, visual research.
- Practice the ability to take creative chances and discuss them in a group setting with confidence

III. TOPICS:

1. Definition of Graphic Design and digital media
2. Presentation techniques and sharing of ideas – critiques and pdfs
3. Colour theory (Itten)
4. Visual language and composition skills
5. Design Thinking, Design process and documentation
6. 2D and 3D design

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required Texts:

Graphic Design, The New Basics, Ellen Lupton and Jennifer Cole Phillips. Published by Princeton Architectural press.

Understanding Color: An Introduction for Designers, Linda Holtzschue. Published by John Wiley and Sons.

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.

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%	
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.	

If a faculty member determines that a student is at risk of not being academically successful, the faculty member may confidentially provide that student's name to Student Services in an effort to help with the student's success. Students 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

Attending classes, discussions and critiques is critical to success in this course. A maximum of three absences will be tolerated during the semester. A deduction to the final grade can be applied for any absences in excess of three. The deduction will be -10% for every additional class absent after the tolerated three limit has been achieved.

i.e 4th class missed = -10%

5th class missed = -20%

etc.

Assignments

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

Assignments that achieve a fail grade must be redone to a satisfactory standard by a timeframe set through discussion with the Professor.

If a student chooses to improve their grade on any assignment it is suggested they discuss their plans with their professor and resubmit the assignment according to the resubmission policy

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.

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.

Homework:

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

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.

Preliminary Studies:

Most 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.

Check your evaluation criteria for each assignment to assess the need for preliminaries.

VII. COURSE OUTLINE ADDENDUM:

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