

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Introduction to Design

CODE NO. : PHT104 **SEMESTER:** 1

PROGRAM: Digital Photography and Imaging

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DATE: June 2015 **PREVIOUS OUTLINE DATED:** June 2014

APPROVED: "Colin Kirkwood" July/15

DEAN **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 3

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I. COURSE DESCRIPTION:

Introduction to Design - This course will begin to explore important elements of design and how they relate to photographic work. Students will learn elements of design such as, perspective, line, colour, texture, and form and explore how they are used to communicate an idea or concept. Students will be able to utilize this design knowledge in their own work.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Critically evaluate the effectiveness of images in written and verbal format.**Potential Elements of the Performance:**

- Demonstrate with in class discussions, the design qualities of photographic images.
- Make spoken and written presentations of design qualities of images.
- Create a photographic record that shows specific design elements

2. Originate effective visual communications through the application of design principles**Potential Elements of the Performance:**

- Effectively use the fundamental elements and principles of visual expression and communication (visual language), including composition and visual priorities.
- Apply knowledge of basic design principles to begin evaluating one's own work and the work of others.
- Effectively demonstrate the basic knowledge of design principles to create a unified visual message within a photograph
- Apply a basic knowledge of the interplay of images and typographic elements

3. Incorporate the design process to effectively solve basic design problems.**Potential 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.

4. Effectively use appropriate technology per project specificationsPotential Elements of the Performance:

- Effectively use the basic tools in Photoshop to edit photographs to desired results creating images that communicate intended results.
- Use digital cameras and equipment to produce images to satisfy a variety of projects to specific design principles.
- Use basic tools in InDesign to effectively combine text and photographs

5. Apply appropriate, effective, and professional practices in the classroom.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. Compositional area – foreground/background, negative space and balance
2. The design process
3. Design elements
4. Principles of design
5. Gestalt Principles
6. Properties of color
7. Value scale
8. Mac OS basics
9. Use of Portal and D2L
10. Basic Mac software/hardware maintenance
11. Basic tools in Photoshop and InDesign
12. Importing images into InDesign

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

None.

Recommended reading: Graphic Design - The New Basics ISBN 978-1-56898-702-6

V. EVALUATION PROCESS/GRADING SYSTEM:

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:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
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

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 from final grade

4 classes missed and 1 late = 15% deduction from final grade

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.

Homework:

This is a three credit course delivered in a 3 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

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.

Printed or traditional media assignments, will be returned during a class session, and if absent, it is the student's responsibility to reclaim the assignment. Assignments will be held by the faculty for a maximum of three weeks after which, the work will be discarded.

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 receive 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.

VII. COURSE OUTLINE ADDENDUM:

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