

I. COURSE DESCRIPTION:

Introduction to Design - This course will begin to explore important elements of design by studying past and contemporary photographic work. Students 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.

2. *Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.*Potential Elements of the Performance:

- Make spoken and visual presentations to class that demonstrate design abilities.
- Create a photographic record that shows design skills that meets audience needs.
- Write proposals and evaluations of design assignments.

3. *Respond to written, spoken, or visual messages in a manner that ensures effective communication.*Potential Elements of the Performance:

- Demonstrate communication skills with in class discussions.
- Make written and visual evaluation to material presented by instructor and class.

4. *Use a variety of thinking skills to anticipate and solve problems.*Potential Elements of the Performance:

- Do assignments that effectively show design elements and principles.

5. ***Locate, select, organize, and document information using appropriate technology and information systems.***

Potential Elements of the Performance:

- Use photoshop to edit assignments.
- Use digital cameras and equipment to produce assignments.

6. ***Analyse, evaluate, and apply relevant information from a variety of sources.***

Potential Elements of the Performance:

- Create images that show design skills developed from information from multiple sources

7. ***Show respect for the diverse opinions, values, belief systems, and contributions of others.***

Potential Elements of the Performance:

- Listen and comment in an appropriate manner to presentations by Instructor and other students.
- Show relevance to photographic work that may have diverse opinions, values, and beliefs.

8. ***Manage the use of time and other resources to complete projects.***

Potential Elements of the Performance:

- Create assignments in a timely manner.
- Write test answers at appointed times using appropriate resources.

9. ***Capture professional quality images using the appropriate equipment and techniques.***

Potential Elements of the Performance:

- Finish assignments using camera and lights or ambient lighting applying techniques taught in class.

10. ***Utilize design elements and lighting techniques to capture images that communicate effectively.***

Potential Elements of the Performance:

- Apply design elements and lighting technique and use to assignments.

11. ***Create and edit well-designed and technically sound digital images using industry standard software.***

Potential Elements of the Performance:

- Use Photoshop to edit assignments.

12. ***Finish and distribute images in a format that meets the needs of the client.***

Potential Elements of the Performance:

- Hand in assignments in professional formats.

13. ***Develop a portfolio that demonstrates creative and professional skills and abilities in digital image capture and editing.***

Potential Elements of the Performance:

- Utilize creative design skills and technical skills developed to build a body of work.

14. ***Communicate effectively with clients and suppliers to provide high quality services.***

Potential Elements of the Performance:

- Through written and oral communication with Instructors, suppliers and potential clients students will develop projects to specifications using design skills learned in class.

15. ***Participate in ongoing professional development and adhere to ethical and industry standards.***

Potential Elements of the Performance:

- Hand in all assignments in a professional industry standard manner with respect to ethical standards

16. ***Apply a systematic approach to solve problems.***

Potential Elements of the Performance:

- Research, develop, and implement assignments and presentations with respect to design application and problem solving.

17. ***Communicate effectively with clients and suppliers to provide high quality services.***

Potential Elements of the Performance

- In communication with Instructor and any suppliers produce professional photographs.

III. TOPICS

1. Basic choices, framing, backgrounds.
2. The design process
3. Elements of design
4. Principles of design
5. Perspective, point of view.
6. Symbolism

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc.

V. EVALUATION PROCESS/GRADING SYSTEM:

All assignments = 100% of the grade.

Students must complete all assignments to achieve credit for the course.

There will be 9 assignments.

7 practical assignments worth 10 % each.

2 presentation assignments worth 15% each.

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.	

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.

VII. COURSE OUTLINE ADDENDUM:

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

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 10% deduction for each week that it is late. The total late penalty will be deducted from the final grade of the assignment. Eg: 3 weeks late = 30% deduction.

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.

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.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions.

Maximum grade for a failed re-submitted assignment is “C”.

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 Lates and Fails section in this outline.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- 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 longer timeframe available.

- When comparing the original submission grade the student will receive benefit of the higher grade.