

COURSE DESCRIPTION:

- I. This course is a continuation of Design 4 (previously computer graphics II) Participants develop further experience in applying various techniques learned in previous semesters. Emphasis is placed on solving very complex design problems while exploring areas of design specialization such as but not limited to advertising, packaging, branding, environmental graphics, and editorial design as well as portfolio building.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

- 1 demonstrate the ability to produce designs using Macintosh equipment and graphics software including the ability to produce images and multi-page formatting
 - 2 Demonstrate the ability to use design principles effectively and be able to create those designs in a manner that is reproducible
 - 3 Successfully manage large design projects that encompass multiple disciplines
 - 4 Apply and refine learned type manipulation principles
- Apply appropriate , effective, and professional practices in the classroom studio setting

1. demonstrate the ability to produce designs using Macintosh equipment and graphics software including the ability to produce images and multi-page formatting
 - Potential Elements of the Performance:
 - Distinguish between software packages and make appropriate decisions as to what software is to be used to complete the project efficiently
 - Create professional presentations using the equipment in the Macintosh lab

Demonstrate analytical ability in problem solving regarding technological and design parameters and their limitations.
2. Demonstrate the ability to use design principles effectively and be able to create those designs in a manner that is reproducible
 - Potential Elements of the Performance:
 - - Demonstrate the use of classic design principles covered in other semesters including balance, proportion, unity, sequence and contrast
 - Demonstrate an ability to create designs for reproduction using skills learned in previous semesters as well as organize files for electronic output
 - Demonstrate the ability to define and work within technological

and project restrictions and time limitations

Make effective design presentations as per instructor specifications regarding project directions and craftsmanship

3. Successfully manage large projects that encompass multiple design and illustration disciplines

Potential Elements of the Performance:

- Demonstrate the ability to sufficiently research an assignment to understand the content of the assignment, the target audience, production restrictions
- Apply research skills to search out and examine similar existing design solutions for comparison
- Practice and develop time management and project management skills
- Develop project presentations that encompass a variety of disciplines such as page layout, illustration, design, production graphics

Render preliminary stages to communicate ideas effectively to others

4. Apply appropriate, effective, and professional practices in the classroom setting

Potential Elements of the Performance:

- Demonstrate organizational skills such as scheduling, prioritising, planning and time management

Demonstrate the ability to work within the project restriction sand limitations

III. TOPICS:

1. Application of consistent typographical treatments to multi page documents
2. Application of design principles and practices to packaging corporate image, and advertising assignments
3. Effective use of research skills to define creative parameters of projects
4. Effective communication to target markets
5. Effective use of planning stages and time management
6. Creating professional presentations and Project management

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be required to use a variety of tools and supplies based on their individual approach to solving a design problem. Items from the portfolio kit purchased in semester 1 may be used as well as additional supplies can be purchased from the campus shop or local office supply stores

It is encouraged that students incorporate the use of digital cameras, and file transfer media such as CDR, iPods, or memory sticks to move files from home computer environments to the mac lab and to outside print sources.

V. EVALUATION PROCESS/GRADING SYSTEM:**Assignments = 100% of final grade**

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course.

The following semester grades will be assigned to students in postsecondary courses:

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

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 493 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

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

DEDUCTIONS - LATES & FAIL GRADES:**Lates:**

- An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.
- A Late assignment will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the final grade.
- Maximum grade for a Late assignment is “ C “.
- A Late assignment which is not executed to a minimum C (satisfactory) level will be assigned an Incomplete grade with additional penalties outlined below.

F Grades:

- An F grade is assessed to an assignment which has not been executed to a minimum satisfactory (C grade) level or in which the directions have not been followed correctly.
- An F assignment must be entirely re-done or corrected according to the instructor's specific instructions and re-submitted within the timeframe assigned by the instructor.
- An F grade assignment will be penalized by a 5 % deduction from the final grade for the course
- Maximum grade for a resubmitted F grade assignment is “ C “.
- F grade assignments not submitted within the assigned timeframe will be subject to 5 % late deductions for each week they are overdue.

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.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.