

I. COURSE DESCRIPTION:

This is an introductory course in the fundamentals of 2 dimensional design, visual language and colour theory.

Students will be introduced to design instruments and media to produce effective design presentations. 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.

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 comprehensives that are accurate, clean and on time
Potential Elements of the Performance:
 Practice the ability to produce clean and accurate presentiaions in adherence with project and program guidelines
 Effectively produce final comprehensives free of unsightly marks
 Demonstrate an understanding and employ both imperial and metric measurement systems in projects
 Demonstrate the ability to meet scheduling and deadline requirements of projects

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 equivalentents.
 Demonstrate the ability to use paints to reproduce colour to an level of accuracy required by the project.

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 colour.shape, form

5. Develop an ability to use documented design process to communicate design concept to others
Potential Elements of the Performance:
 Demonstrate an understanding of the importance of 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

6. Demonstrate an understanding of the importance of developing a portfolio and presenting work to others
Potential Elements of the Performance:
 Demonstrate an ability to organize a series of final comprehensives into a logical order for self promotion
 Demonstrate an ability to further refine and improve work for portfolio purposes
 Demonstrate an understanding of the importance of presenting one's work in a professional standard

7. Demonstrate an understanding of creative thinking techniques
Potential Elements of the Performance:
 Develop an ability to be openminded to new ideas
 Demonstrate an ability to develop ideas without prejudice
 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
2. Presentation techniques, importance of accuracy and cleanliness
3. Colour theory (Itten)
4. Visual language, composition principles
5. Design process
6. Creative thinking – various
7. Portfolio development and presentation

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

A wide assortment of items provided in the portfolio kit will be used in this course. Students are expected to restock consumable items for their kits and purchase additional supplies as their creative solutions warrant.

* Note: Due to the lack of proper health and safety features of the design studio, no oil based paints or solvents are to be used in this course. Only water based acrylic paints will be used.

Students will need to purchase # 27 illustration board and construction paper for cover stock for all the design presentations throughout this course. These items are available in the College's Campus Shop

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.

The following semester grades will be assigned to students:

| Grade | <u>Definition</u> | <i>Grade Point Equivalent</i> |
|--------------|--|--------------------------------------|
| A+ | 90 – 100% | |
| A | 80 – 89% | 4.00 |
| 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:**

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 and %5 deduction for lates.

i.e. 4 classes missed = 10% deduction form final grade

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

ASSIGNMENTS – 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 5% deduction for each week that it's late. The total late penalty Will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade.

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 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 re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is "C"

Failed assignments not submitted within the one week 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.

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.

Homework:

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

Course Expectations:

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence.

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. 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

VII. COURSE OUTLINE ADDENDUM:

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