

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 RGD Ontario 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 presentations 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 equivalents.

Demonstrate the ability to use paints and or software to reproduce colour to a 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 creative thinking techniques**

Potential Elements of the Performance:

Develop an ability to be openminded to new ideas

Demonstrate an ability to develop ideas without prejudgement

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 and documentation
6. Creative thinking – various approaches
7. Basic software skills re: indesign and illustrator

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required Text: Understanding Color, An introduction for Designers, Fourth Edition, Linda Holtzschue. Published by Wiley. ISBN 978-0-470-38135-9

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, mounting board and 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:

<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.

VI. COURSE OUTLINE ADDENDUM:

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

VII. 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.

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.

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.
- 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.