

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE:	Editorial Illustration		
CODE NO. :	ADV 109	SEMESTER:	1 Fall 2012
PROGRAM:	Graphic Design		
AUTHOR:	Terry Hill, Jeff Dixon		
DATE:	August 2012	PREVIOUS OUTLINE DATED:	Feb 2011
APPROVED:		Brian Punch CHAIR	August 2012 DATE
TOTAL CREDITS:	4		
PREREQUISITE(S):	College and program admission requirements		
HOURS/WEEK:	3		

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For additional information, please contact Brian Punch, Chair
School of Natural Environment/Outdoor Studies & Technology Programs
(705) 759-2554, Ext. 2681

I. COURSE DESCRIPTION:

This course is a hands-on class that requires students to develop traditional illustrations using a variety of media. Experimentation in use of media and expression will be encouraged. Assignments will also develop observational skills and analysis of human anatomical forms in the context of producing illustration for editorial purposes. Students will be required to conceptualize editorial concepts in illustrative form and balance illustration with typographic elements.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Use a variety of dry and wet illustrative media
Potential Elements of the Performance:
 Understand the composition and qualities of water based acrylic medium
 Understand the use and application of chalk pastel
 Understand the use and application of graphite, prismacolor
 Understand and apply the use of multiple media and collage
 Understand basic chemical composition of artist materials to aid in mixing media
2. Employ an understanding of human anatomy and proportion in developing illustrations
Potential Elements of the Performance:
 Demonstrate an understanding of basic proportional relationships in regard to the human form.
 Demonstrate the ability to use illustrated human form to interpret conceptual information
3. Demonstrate an ability to use appropriate materials and tools in a safe manner
Potential Elements of the Performance:
 Demonstrate an ability to use appropriate cutting knives on appropriate substrates safely
4. Demonstrate an ability to creatively interpret editorial information in a conceptual manner
Potential Elements of the Performance:
 Understand the difference between literal and conceptual interpretations
 Employ use of metaphor and simile in a visual manner
5. Demonstrate an understanding of line, tone, shape and form
Potential Elements of the Performance:
6. Potential Elements of the Performance:
 Employ appropriate media to achieve desired visual effects using line, shape, tone and form where required.

III. TOPICS:

1. Human anatomy
2. Media- acrylic paint, prismacolor, graphite, chalk pastel, marker, collage
3. Substrates – canvas, gesso, paper types, illustration boards
4. Chemical composition of materials
5. Expression in line, tone, form, shape
6. Materials and equipment and safety
Interpreting editorial content via illustration – use of metaphor and simile
7. Achieving thematic or conceptual interpretations rather than literal

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Supplies from the program portfolio will be required for each class. Students will be required to replace consumable items as individual project needs warrant.

Students are also encouraged to experiment with whatever other media they chose not included in the kit as long as they are not solvent or oil based

Spray fixative may need to be used on pastel drawings – this must be applied outside of the building in a well ventilated area. Spray fixative and Spray glue pose a health hazard to the artist and others and will not be used inside the college building under any circumstances.

* Note: Due to the lack of proper health and safety features of the design studio, no oil based paints 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 or at a variety of sources within the city or via mail order.

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%	4.00
A	80 – 89%	
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:

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.

DEDUCTIONS – LATES AND FAILS**Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

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"

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.

VII. COURSE OUTLINE ADDENDUM:

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