

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Professional Practices 1; Design documentation
CODE NO. : ADV 263 **SEMESTER:** 09W
PROGRAM: Graphic Design
AUTHOR: Terry Hill
DATE: Jan 2008 **PREVIOUS OUTLINE DATED:** June 2007
APPROVED:

	_____ CHAIR	_____ DATE
TOTAL CREDITS:	4 credits	
PREREQUISITE(S):	ADV 238	
HOURS/WEEK:	1 hours class time per week	

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I. COURSE DESCRIPTION:

This studio course allows students to utilize skills learned to date in other design related classes. The course will focus on the concept of research driven design. Students will be required to solve a series of design problems on their own and formally document the design process. Credit will be given to all stages of project development from preliminary studies and research to final comprehensives. It is the intention of this course to provide the student with additional chances to explore the field of graphic design and prepare excellent quality work for their portfolios.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify design problems, plan and document design solutions

Potential elements of the performance

- Use provided documentation structure to document design problem statements
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
- Demonstrate an ability to include user testing methods as required in design process and document the results.

2. Research content of material related to assignments

Potential Elements of the Performance:

- Use research techniques to fully understand the content and subject matter of the assignment at hand.
- Use research techniques to identify potential production problems

3. Develop and implement solutions to design /typographic problems based upon research results

Potential Elements of the Performance:

- Demonstrate analytical ability in problem solving re: design parameters and limitations.
- Render all preliminary studies (thumbnails, layouts, comprehensives) and final presentations using appropriate degrees of detail and quality.
- Demonstrate an ability to use typography effectively in design solutions

4. Demonstrate an ability to document all stages of the design process

Potential Elements of the Performance:

- Demonstrate an ability to cite resources properly according to supplied formats.
- Demonstrate the ability to use design research information to direct a creative solution to a design problem

5. Write effective design rationales

Potential Elements of the Performance:

- Write an effective and concise design problem statement
- Apply information gathered in design research to direct creative solutions to graphical problems
- Use information gathered in design research to defend a design direction in written

form.

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

Potential Elements of the Performance:

- Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.
- Demonstrate the ability to work within project restrictions and time limitations.
- Make effective design presentations, as per instructor specifications regarding directions and quality.

III. TOPICS:

1. Research and design documentation skills
2. Defining the design problem
3. Research methods and approaches
4. Documenting sources
5. Writing effective design rationale reports
6. Defending design decisions
7. Professional practices

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be required to research using both internet and library sources for this class. Materials to take notes are a must. The mac lab (g1600) will be available after hours for students to develop design solutions and word process reports.

Students will be required to use layout bond, markers and pens from their portfolio kits to create preliminary studies on projects.

Suggested reading

A Designers Research Manual, Jenn and Ken Visocky O'Grady, Rockport 2006, ISBN 1-59253-257-8

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

This course will be evaluated in terms of a letter grade indicating overall performance in this class. All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "F" (Fail) grade for the course.

Assignment Breakdown

Intro assignment 1 10% of final grade
 Intro assignment 2 10% of final grade
 Minor assignment 1 20% of final grade
 Major assignment 1 25% of final grade
 Major assignment 2 25% of final grade
 Participation* 20% of final grade

final grade	/100
deductions (late assignments (-5%/week from final course grade), absents over 3 (-10/class missed))	-%
final grade	% - see below for grade equivalent.

- *note on participation – Significant learning takes place in discussion groups in this class. Being prepared for discussions is crucial to the success of the student. There will be seven significant discussion/testing sessions in this course. A 3% deduction will be applied to students who do not come to class with written notes to be prepared to discuss or test design options on those days. The discussion and testing phases of projects may help direct students individual design direction on projects.
The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
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 703 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.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. 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.

Deductions – Lates and F grades**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 is 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 “D”

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned an F grade with additional penalties outlines below.

Fail (F) grades

A failing grade 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 failing grade assignment must be entirely re-done or corrected according to the instructor’s specific instructions and resubmitted within a timeframe specified by the Professor.

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

Maximum grade for a resubmitted failing grade assignment is “C”

Failed (F grade) assignments not submitted by the specified deadline will be subject to 5% late deductions for each week they are overdue.

Homework

This is a four credit course delivered in a 1 hour format. A minimum of three hours homework per week can be expected with more time needed on larger assignments.

Attendance

Significant learning takes place within the classroom environment. It is imperative that student attend and be present for each class in its entirety.

A total of three absences will be tolerated during the semester with no penalty. It is the student’s responsibility to catch up on missed work.

Absences in excess of three per semester will be penalized by a 10% deduction from the final grade for each class missed.

Attendance will be taken by the professor at the start of each class and at the midpoint of each class. Students leaving class early will be considered absent for one half class. Students arriving to class after the opening lecture given at the start of each class will also be considered absent for half of a class.

Resubmission policy.

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- a) an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- b) 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.
- c) 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
- d) 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.
- e) Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- f) 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.
- g) When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- h) 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. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.