

I. COURSE DESCRIPTION:

This course will build upon the skills learned using various industry standard software. Students will be required to develop a complete understanding of vector and raster based software packages as well as an intermediate understanding of animation for web based graphics using Macromedia MX Suite. There will be particular emphasis on industry standard methods of producing motion graphics that communicate for Acrobat, Web and Video Production. Students will develop advanced skills using Adobe Illustrator, Adobe Photoshop, Adobe Image Ready, Adobe InDesign and Adobe Acrobat.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Design and produce effective design solutions utilizing an advanced level of Raster-based softwarePotential Elements of the Performance:

- Create industry standard imagery using Adobe Photoshop software, with the ability to create work using advanced layer masking techniques
- Create complex digital files, with the ability to select detailed image areas and use Adobe Photoshop software to develop advanced channel storage
- Demonstrate the ability to use advanced layer masking and channel selections to create Quicktime animations

2. Design and produce advanced design solutions through the integration of Vector-based software with Raster-based softwarePotential Elements of the Performance:

- Create professional level imagery for printed materials that fully utilizes the drawing capabilities of Adobe Illustrator and combines those capabilities with Adobe Photoshop

3. Develop complex design projects using advanced level software techniquesPotential Elements of the Performance:

- Demonstrate the ability to plan and execute a complex design solution that objectively utilize the most effective software

4. Adapt print imagery for digital (soft copy) applicationsPotential Elements of the Performance:

- Develop more advanced skills in the use of Macromedia MX studio suite

for the production of web-based, animated or interactive design

5. **Development of technical demonstrations on advanced software techniques**

Potential Elements of the Performance:

- Develop presentation seminars that will demonstrate the utilization of a unique software technique
- Develop the ability to effectively explain techniques to others, ie. See one, do one, teach one!

6. **Design and produce effective design solutions utilizing an advanced level of Raster-based software**

Potential Elements of the Performance:

- Create industry standard imagery using Adobe Photoshop software, with the ability to create work using advanced layer masking techniques
- Create complex digital files, with the ability to select detailed image areas and use Adobe Photoshop software to develop advanced channel storage
- Demonstrate the ability to use advanced layer masking and channel selections to create Quicktime animations

III. **TOPICS:** The following software applications will be reviewed, with advanced techniques being demonstrated and developed for application.

1. **Adobe After Effects**
2. **Adobe Illustrator and Photoshop**
3. **Adobe Acrobat**
4. **Adobe Image Ready**
5. **Macromedia Studio MX**
6. **Independent software of students choice**

IV. **REQUIRED RESOURCES/TEXTS/MATERIALS:**

No textbooks required

Research:

Students should bring their basic art supplies as purchased in their art supply kit to every class. Students will be given advance notice as to additional materials on a per project basis. Students must come to class with the proper materials to work in class weekly.

Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

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 "F" (fail) grade for the course.

DEDUCTIONS – 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 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.

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.

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.
from final grade

- 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.

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.

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

5 classes missed = 20% deduction from final grade

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.

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

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%	
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:

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 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.

Tuition Default

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

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.

VIII DIRECT CREDIT TRANSFERS:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or 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.

