

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Design 6

CODE NO. : ADV 358 **SEMESTER:** 6

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: Jan 2011 **PREVIOUS OUTLINE DATED:** June 08

APPROVED: "B.Punch"

	CHAIR	DATE
--	-------	------

TOTAL CREDITS: 8

PREREQUISITE(S): ADV 348

HOURS/WEEK: 4

Copyright ©2011 The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.
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 continuation of Design 5. Participants develop further experience in applying various techniques learned in previous semesters. Emphasis is placed on solving very complex design problems while exploring areas of design specialization such as but not limited to advertising, packaging, branding, environmental graphics, and editorial design as well as portfolio building.

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. **Demonstrate the ability to produce designs using Macintosh equipment and graphics software including the ability to produce images and multi-page formatting**

Potential Elements of the Performance:

- Distinguish between software packages and make appropriate decisions as to what software is to be used to complete the project efficiently
- Create professional presentations using the equipment in the Macintosh lab
- Demonstrate analytical ability in problem solving regarding technological and design parameters and their limitations.

3. **Demonstrate the ability to use design principles effectively and be able to create those designs in a manner that is reproducible**

Potential Elements of the Performance:

Demonstrate the use of classic design principles covered in other semesters including balance, proportion, unity, sequence and contrast

- Demonstrate an ability to create designs for reproduction using skills learned in previous semesters as well as organize files for electronic output
- Demonstrate the ability to define and work within technological and project restrictions and time limitations
- Make effective design presentations as per instructor specifications regarding project directions and craftsmanship

4. **Successfully manage large projects that encompass multiple design and illustration disciplines**

Potential Elements of the Performance:

Demonstrate the ability to sufficiently research an assignment to understand the content of the assignment, the target audience, production restrictions

- Apply research skills to search out and examine similar existing design solutions for comparison

- Practice and develop time management and project management skills
 - Develop project presentations that encompass a variety of disciplines such as page layout, illustration, design, production graphics
 - Render preliminary stages to communicate ideas effectively to others
5. **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.
- Demonstrate an ability to accept constructive criticism and implement suggested changes to design projects

III. TOPICS:

1. Research and design documentation skills
2. Application of consistent typographical treatments to multi page documents
3. Application of design principles and practices to packaging corporate image, and advertising assignments
4. Effective use of research skills to define creative parameters of projects
5. Effective communication to target markets
6. Effective use of planning stages and time management
7. Creating professional presentations and Project management

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be required to use a variety of tools and supplies based on their individual approach to solving a design problem. Items from the portfolio kit purchased in semester I may be used as well as additional supplies can be purchased from the campus shop or local office supply stores. It is encouraged that students incorporate the use of digital cameras, and file transfer media such as CDR, iPods, or memory sticks to move files from home computer environments to the mac lab and to outside print sources.

Required text:

Although there is no formal text for this course students will be expected to use library resources as their individual creative and design choices dictate.

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.

Assignment 1 developmental stages 15%

Assignment 2 developmental stages 15%

Assignment 3 developmental stages 20%

Portfolio finals 3 projects= 50%

assignments = 100% of grade

average /100

deductions (late assignments (-5%/week),

absents over 3 (-10/class missed)) -%

final grade* % - see course outline for

grade equivalent.

The following semester grades will be assigned to students:

Grade	Definition	<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.	

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

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.

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 ..

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

Research:

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.

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