

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Illustrative Exploration 4

CODE NO. : ADV 261

SEMESTER: W 2012

PROGRAM: Graphic Design

AUTHOR: Jeff Dixon

DATE: Dec 16
2011

PREVIOUS OUTLINE DATED: Dec 16 2010

APPROVED:

“B.Punch”

CHAIR

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 201, ADV 211

HOURS/WEEK:

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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 is a course that allows the student to explore illustration independently. Faculty will be available by appointment and during ADV 111 class to discuss project progress and development. Students are encouraged to experiment and explore illustrative media and techniques. Students will be provided with a course/assignment structure to guide their development

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Make effective media choices for illustration
Potential Elements of the Performance:
Demonstrate an ability to explore and experiment and combine different media
Demonstrate an ability to choose effective illustrative style to suit illustrative needs
2. Demonstrate the ability to use perspective to achieve realistic renderings
Potential Elements of the Performance:
Employ digital techniques to effectively render, model and shade an illustration
Demonstrate an ability to incorporate traditional and digital media
3. Express concepts in an illustrative manner
Potential Elements of the Performance:
Demonstrate the ability to translate written information into illustrative form for communication
Demonstrate the ability to apply design process and skills in illustration development via research, thumbnails, roughs and verbal communication
4. Create effective compositions
Potential Elements of the Performance:
Demonstrate an ability to employ the concepts of movement, unity, contrast and proportion to achieve aesthetically pleasing compositions
5. Demonstrate craftsmanship skills in presentation
Potential Elements of the Performance:
Demonstrate the ability to present clean professional work that is accurate and well crafted
Demonstrate the ability to use digital and traditional tools to create finished illustrations
6. Demonstrate effective research techniques

Potential Elements of the Performance:

Demonstrate the ability to research and record appropriate source material necessary for development of illustration.

III. TOPICS:

1. Media choices
2. composition
3. Illustrative styles
4. Combining digital and traditional techniques
5. Documenting process
6. Research and development

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to utilize materials and tools from the supply kit purchased in semester 1. In addition students should expect to purchase consumable supplies such as paint, paper, illustration board, cover stock etc.

V. EVALUATION PROCESS/GRADING SYSTEM:

All assignments = 100% of the grade

Students must complete all assignments to achieve credit for the course

There will be 3 assignments

Each assignment will be weighted equally and averaged to calculate final grade

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.

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.

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VII. COURSE OUTLINE ADDENDUM:

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