

# DSN1697

## Concept Sketching I

### Course Outline

2019-2020

<b>Pre-requisite(s)</b>	N/A
<b>Co-requisite(s)</b>	N/A
<b>Prepared by</b>	Andrea Emery
<b>Approved by</b>	Sherryl Fraser, Chair
<b>Normative hours</b>	28.00
<b>Grading system</b>	A+ Through F
<b>Experiential Learning</b>	No

Applicable Program	Level	Core/Elective
1400X01FWO - Graphic Design	1	Core

## Course Description

Drawing and sketching is fundamental to graphic design. Learning how to draw means learning how to see. Sketching allows a designer to quickly get creative ideas on paper. Drawing every day increases the skills of logo designers, layout designers and motion designers. Students learn how to sketch fast using different mediums. They explore all possible solutions to specific design problems through their visual thoughts in a sketchbook.

## Vocational Learning Outcomes

This course provides the opportunity for you to achieve the following outcomes:

### 1400X01FWO - Graphic Design

- VLO 3** Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. (T, A)
- VLO 5** Communicate ideas, design concepts and opinions clearly and persuasively to others. (T, A)
- VLO 6** Use recognized industry practices throughout the design process and related business tasks. (T, A)
- VLO 8** Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations. (T, A)
- VLO 9** Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development. (T)

**Assessment Levels** —T: Taught A: Assessed CP: Culminating Performance

## Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

- EES 1** Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T, A)
- EES 2** Respond to written, spoken or visual messages in a manner that ensures effective communication. (T, A)

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**EES 4** Apply a systematic approach to solve problems. (T, A)

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**EES 8** Show respect for diverse opinions, values, belief systems and contributions of others. (T, A)

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**EES 10** Manage the use of time and other resources to complete projects. (T, A)

**Assessment Levels** —T: Taught A: Assessed CP: Culminating Performance

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## Course Learning Requirements / Embedded Knowledge and Skills

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When you have earned credit for this course, you will have demonstrated the ability to:

**1. Use only drawing pens and a sketchbook and explore the energy of the line; be able to draw from your elbow and use the looping technique (see, draw, see your drawing, adjust, see, etc) to ensure you accurately draw what you see.**

- Learn to draw what you see (versus unseen); Learn to control the way you sketch an element (make it visually appear the way you want it to).

**2. Use the Light until Right drawing technique**

- Think about the tools you are using to sketch; look beyond the lines that are present; Understand and use/manipulate the weight of the line for importance.

**3. Be able to sketch using one-point, two-point and three-point perspective.**

- Understand vantage points, perspective, composition, figure/ground relationships, negative and positive space and contrast in a sketch.

**4. Understand the importance of working out visual problems in a sketchbook.**

- Using pen and paper, be able to clearly and professionally create a sketch for a concept that can be read by a client, professor or peer.

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## Learning Resources

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Slides, websites, youtube videos will be presented in class, on a per project basis.

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## Learning Activities

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- Presentations
- Technique Demonstrations
- Critiques, Reviews, Guidance
- Discussions

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## Pre-defined Evaluation / Earning Credit

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The following list provides evidence of this course's learning achievements and the outcomes they validate:

**Demonstration(s) of Skill (15%)**

Validates Outcomes: CLR 1, CLR 2, EES 4, EES 10

**Demonstration(s) of Skill (15%)**

Validates Outcomes: CLR 1, CLR 2, EES 1, EES 2, EES 4, EES 10

**Demonstration(s) of Skill (15%)**

Validates Outcomes: CLR 1, CLR 2, CLR 3, EES 1, EES 2, EES 4, EES 10

**Demonstration(s) of Skill (15%)**

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, EES 1, EES 4, EES 8, EES 10

#### Demonstration(s) of Skill (25%)

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, EES 1, EES 2, EES 4, EES 8, EES 10

#### Demonstration(s) of Skill (15%)

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, EES 1, EES 2, EES 4, EES 8, EES 10

## Prior Learning Assessment and Recognition

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Students who wish to apply for Prior Learning Assessment and Recognition (PLAR) need to demonstrate competency at a post-secondary level in all outlined course learning requirements. Evidence of learning achievement for PLAR candidates includes:

- Portfolio
- Other: Students should demonstrate they are able to draw in pen and have mastered the Light Until Right drawing method, lettering, Perspective (one, two and three) as well as the use of arrows using the above techniques.

## Other Information

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Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publicly either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

## Grade Scheme

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90% - 100%	4.0	A	85% - 89%	3.8
A-	80% - 84%	3.6	B+	77% - 79%	3.3
B	73% - 76%	3.0	B-	70% - 72%	2.7
C+	67% - 69%	2.3	C	63% - 66%	2.0
C-	60% - 62%	1.7	D+	57% - 59%	1.4
D	53% - 56%	1.2	D-	50% - 52%	1.0
F	0% - 49%	0	FSP	0	0

## Course Related Information

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### Earning Credit

The following will provide evidence of your learning achievement. In order to understand the importance of meeting deadlines in the field, students will be required to complete assignments and projects within a given period of time. Due to the nature of the Graphic Design industry, all late assignments, handed in within one hour after deadline (to be determined by instructor), will be given an F (value of 0 - 49%), depending on the quality. Any assignment handed in after these terms, not handed in (NHI) or Incomplete will be given a zero (0). For the student's benefit, feedback on performance will be provided.

Incomplete projects are those that do not meet all the criteria set out by the instructor for that particular project.

### Passing & Promotion

The Graphic Design program uses two determinants for student advancement to the next level of their studies: one is a minimum passing grade and the other is a minimum progression grade.

The achievement levels are as follows:

Achieve a minimum passing grade of 50% (D-) in all courses across all levels.

Achieve a minimum cumulative grade of 63% (C / 2.0).

Passing grades will be calculated at the end of the semester. Any students not meeting these minimum requirements will not be permitted to progress to the next level. Progression in the program also adheres to respective course pre- and co-requisites. Students must meet the eligibility requirements for each course at every level. Pre- and co-requisite requirements can be found in the course outlines. The Graphic Design program is integrated. Most classes in the higher levels depend upon students having the skills and knowledge from courses taken in earlier semesters. Students cannot take these courses without their prerequisites.

### **Projects**

All assignments must be submitted as directed in writing, online and orally, in class. Each assignment has its own instructions. It is the student's responsibility to adhere to the instructions for each assignment.

Even if a deadline is missed, it is important for the student to submit the assignment. It will be held by the instructor. It could be used to increase the student's grade at the faculty's discretion.

### **Note:**

Students who do not hand in a project on time or not at all, must initial and acknowledge this with their instructor in the instructor's marking book. Students must retain all projects, tests and assignments handed back to them until the end of the semester. Organizing, naming and submitting files adhering to precise instructions is an important skill in the practice of Graphic Design. As such, 20% of all assignment values is based on adhering to instructions. These instructions will be given orally in class and/or online. If files are submitted in such a way that they are not usable to produce the final product, the student can earn a grade of zero on that assignment at the faculty's discretion.

### **Plagiarism**

Plagiarism is the submission of work that is in whole or in part someone else's work that you claim as your own. You should be aware of the College policy on plagiarism (E-43), a new policy in effect August 29, 2005. Please see the Algonquin College web site for a detailed explanation of this policy. Plagiarism will result in a disciplinary action by the School of Media & Design.

### **Attendance**

Students are expected to attend all scheduled classes. Attendance means arriving on time and staying for the entire class. In order to prevent disruptions of the class in progress, late students will be required to wait outside the classroom until the instructor opens the door to let them in.

As a courtesy, students unable to attend a class are asked to notify the instructor before the start of the class.

If a student misses class, they are responsible for getting information missed in that class. They assume all responsibility for any miscommunication that may arise in obtaining missed information and assignments outside of class time.

This is not a correspondence course. In order to earn points for in-class assignments, students must be present in class. In the case of an un-excused absence, students can complete the assignment with the help of the online course material, but no points will be earned. Feedback will, however be provided on the student's performance. If an absence is unavoidable, please communicate with faculty before the class to make them aware of it. Faculty will have the option to excuse your absence and allow completion of the assignment outside of class.

### **Resolving Grievances**

When a student has a grievance related to a course, their first recourse must be to communicate with the faculty member in question. In order to avoid inappropriate confrontations, they must make an appointment to meet with faculty outside of class time in a private setting.

If the grievance is not resolved, the student should meet with a program coordinator to seek redress. Failing resolution with the coordinator, the student will be directed to suggested next steps by that coordinator, depending on the circumstances of the situation.

Students must avoid prematurely contacting chairs, deans and even the president of the college. They must adhere to the prescribed process. Skipping any of these steps will see the student returned to the appropriate person to proceed as described above.

### **Respect for Confidentiality**

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publicly either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

## **Department Related Information**

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# College Related Information

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## **Email**

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

## **Students with Disabilities**

If you are a student with a disability, you are strongly encouraged to make an appointment at the Centre for Accessible Learning to identify your needs. Ideally, this should be done within the first month of your program, so that a Letter of Accommodation (LOA) can be provided to your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

## **Retroactive Accommodations**

Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please refer to college policy AA21.

## **Academic Integrity & Plagiarism**

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Policies AA18: Academic Dishonesty and Discipline and AA20: Plagiarism

## **Student Course Feedback**

It is Algonquin College's policy to give students the opportunity to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy AA25: Student Course Feedback

## **Use of Mobile Devices in Class**

With the proliferation of small, personal mobile devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Policy AA32: Use of Mobile Devices in Class

## **Transfer of Credit**

It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

**Note:** *It is the student's responsibility to refer to the Algonquin College Policies website for the most current information at <http://www.algonquincollege.com/policies/>*