

Program Overview & Expectations

This is a fast-paced, technical, sequentially planned program with lots of projects and new concepts that involve minute details that impact the evaluation of graded work. Your design and production skills, along with your ability to accurately follow instructions, are all key (graded) components of the learning process.

Course Completion Requirements (Tasks & Projects)

To demonstrate successful progression in this program, for each course, you will:

1. **Complete all assigned Tutorials**

Read, follow along with, and complete, the chapter-/unit-specific projects and exercises found in relevant textbooks and/or online resources.

2. **Complete all assigned Reading**

Read, take notes and study the chapter-/unit-specific information found in relevant textbooks or online resources.

3. **Complete and Submit all assigned Projects**

Demonstrate comprehension by applying your newly learned design and production skills to create original pieces, to production specifications. Projects may require hard copy (comps/proofs/mock-ups) as well as digital submissions for evaluation.

*Note: In some instances, the scheduled order of **Tutorials**, **Reading** and **Projects** may be different (for instance, **Projects** might come before **Reading**); this is intentional, complete each component in the order indicated in the schedule.*

Project Deadlines

The structure of this program calls for completion and submission of coursework within allotted timeframes (deadlines). Though they often seem “tight”, these deadlines are meant to create the type of production pressures found in real world workplaces. In the creative industry, within reason, the need for speed often trumps a more thorough exploration of (even more) design solutions. *Personal and Project Time Management* is critical to your success. Schedule, plan and pace your work to meet all the deadline(s) without cutting corners. Failure to meet deadline(s) will: a] negatively affect (reduce) your grade (10 points/day), b] needlessly escalate the difficulty of the course (while you are trying to catch up), and c] potentially lead to failure of the course.

Grading Factors

Criteria generally do not change much, however more may be added on a per project basis.

- Procedural/Specification Accuracy
- Concept Quality
- Design/Layout Effectiveness
- Art/Photo/Illustration Usage
- Proficiency/Production Speed