



A. Y. Jackson S. S.
www.ayjackson.ca

AWE 3M Information/Consumer Design Grade 11

General Course Information

Prerequisite:	AVI 20, ASM 20
Department:	The Arts: Visual Arts
Extra Help:	By Appointment Lunch time Open Studio, and designated before and after school times.
Textbook and Replacement Cost:	None
Material Required:	None
Course Fee:	None

Course Description

Students will learn how the elements and principles of design are used to communicate through areas such as commercial art, advertising, graphic design, packaging design and television. A critical look at the careers and work of both contemporary and past professional designers will complement studio projects.

The course is organized into three strands:

- 1. Creating and Presenting 2. Reflecting, Responding, and Analysing 3. Foundations

A detailed list of the course expectations can be found at www.edu.gov.on.ca/eng/curriculum/secondary/arts/html

Assessment and Evaluation

To promote student success, ongoing assessment and feedback will be given regularly to the students. A variety of assessment and evaluation strategies will be used in this course, including Achievement Chart based rubrics. Expectations will be evaluated based on the provincial curriculum expectations and the achievement levels outlined in the ministry document.

Expectations are organized into four categories of knowledge and skills. The categories and their corresponding weighting is as follows:

Knowledge and Understanding	25%
Thinking	25%
Communication	25%
Application	25%

Each student's final mark will be in the form of a percentage grade based on their achievement in the 4 categories on the achievement chart. The breakdown of the final mark is as followed:

Term Evaluation	70%
Final Evaluation	30%

The final Evaluation will be completed during the final 6 weeks of the course and may include a variety of summative activities including studio assignments, an interview and presentation.

In addition to students' performance in the achievement categories, students will also be assessed on their performance in the following learning skills:

- Responsibility
- Organization
- Independent Work
- Collaboration
- Initiative
- Self-Regulation

For specific policies on assessment and evaluation, and academic honesty, please refer to *School Procedures* in the student agenda.

Assignments



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Design & Visual Problem-Solving (various assignments in-class and homework)			/5
Group Task: Public Service Announcement			/10
Type Problems (various) /5			/10
Magazine Analysis and Project Proposal (written) /5			/10
Layout and Design Project 1 develop a USP for a magazine and produce cover and contents layout			/10
PART 2	Att.	/35	% /100
assignments			
Layout and Design Project #2 Book Jacket/Album Cover			/10
Advertising Problems - ten strategies for creative advertising Instructional manual/equivalent finish			/15
Research Paper 1 - Typography and Visual Culture (<i>Helvetica</i> Documentary)			/5
Research Paper 2 – TBA			/5
		/35	/70
CULMINATING ACTIVITIES			
Pre-Production: Research and Formal Proposal			/5
Personal Interview			/5
Advertising Campaign concept consisting of: -3 magazine ads -1 outdoor poster -1 storyboard - 1 alternative -in-class critique			/20
			/30
	Att:		Mark
		Final Course Mark	/100