

# WELCOME CREATIVE WARRIORS

My class is a space for positive thinking and unlocking your innate creativity

## The University of Western Ontario

Faculty of Information and Media Studies  
Media, Information and Technoculture

**MIT2600B 650** - Introduction to Graphic Design  
3 hours lecture/lab, non-essay half course

### Winter Term 2023

**Class time** Tuesdays - 5:30 PM to 8:30 PM, first session January 10, 2023

**Class locations** Online via ZOOM, blended  
with Synchronous and asynchronous sessions/elements

The term starts online via ZOOM and Synchronous. There might be some asynchronous sessions during the term. The asynchronous sessions will be announced in advance.

**The ZOOM link for the Synchronous sessions will be shared via an OWL Announcement e-mail**, prior to the start of the first session. Please save and re-use the same ZOOM link for all of our synchronous class sessions, office hours and one-on-one sessions.

**Instructor** Hida Behzadi

**e-mail** hbehzad2@uwo.ca

Please allow a minimum of 24 hours response time during weekdays and 48 hours during the weekend

**Course site** OWL > **MIT2600B 650 - FW23**

**Office Hours** Online via ZOOM, the hour after class

Calendaly link will be shared for any additional office hours

Once you secured an appointment through my calendar, e-mail me at hbehzad2@uwo.ca to share the nature of your need for one-on-one sessions. Once approved, be sure to have your revised work and questions ready for the session, and ideally send a screenshot (s) of your revised or new works a few hours prior to the meeting, as a zip file via

e-mail. Please do not send Photoshop .PSD files as an attachment, as they are too large.

**Please note:** Office hours are to answer additional questions or to share feedback on revised and improved design works. If you have missed a class, please consult the weekly PDF's in the OWL resources tab.

**Mac lab FNB 2070** Located in the second floor of the FIMS building, FNB2070 lab is available to the students who would like to make use of the wide screen iMac computers. **To enter the lab, please use your Student card.**

The iMac computers are equipped with Adobe Creative Cloud and ZOOM software. To use the computers, enter your UWO user name (same as your personalized name for your UWO e-mail address) and your password for all UWO portals.

To use any of the Adobe Creative Cloud (CC) software on the computer, you will need to use your own Adobe CC subscription. To use Zoom, you will need your UWO credentials.

If you need help with entering the lab, or using the iMac computers, please contact:

1- **Charlotte McClellan**, Manager, Computing Services  
FIMS & Nursing Building Room 2060B, during the office hours  
or by e-mail at [charlotte.mcclellan@uwo.ca](mailto:charlotte.mcclellan@uwo.ca)

2- **Matt Ward**, Computing Systems and Facilities Support Specialist  
FIMS & Nursing Building Room 2037, during the office hours  
or by e-mail at [matthew.ward@uwo.ca](mailto:matthew.ward@uwo.ca)

**Please note:**

*During any in-person class time this is a scent-free class, due to asthma and scent allergy. Please refrain from wearing colognes, perfumes, and other scented products.*

### Technical or PPE Requirements:



Stable internet connection



Laptop or computer



Working microphone



Working webcam

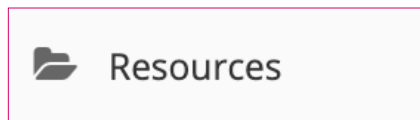


Mask. During lab hours

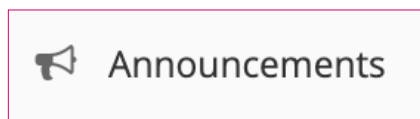
Students will be expected to wear triple layer non-medical masks at all times in the classroom as per university policy and public health directives. Students who are unable to wear a mask for medical reasons should seek accommodation through [Accessible Education](#).

## OWL

The following are 5 important places in the MIT2600A OWL site to know about:



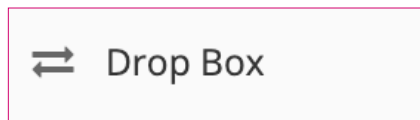
The weekly notes and information for each session, study guides, student design showcase, and weekly assignment dates, will be shared through Resources, marked with the session date for each week and made available after each session. We will review these during each class time.



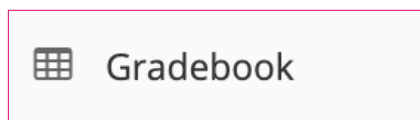
Any additional information will be shared as **Announcement**. These announcements will be delivered to you by e-mail, and will be saved on the Announcement tab of the OWL site.



This is the gateway to the collective dropbox, for submitting your weekly assignments.



This is your personal dropbox. **Do not submit any assignment here.** I do not check this box, unless I ask for a missing piece, or if I need to share feedback with you.



This is where your mark shows up. Both for the assignments and for your final term score.

**Please note:** this class **DOES NOT ACCEPT** any assignment as an attachment to e-mail, unless pre-arranged with the Instructor on an emergency basis. Assignments or practice files sent via e-mail without prior approval, will not be considered for marking or feedback.

**All assignments will be handed-in via OWL Assignments.**

Any other special circumstances and guidelines will be shared and instructed in the class.

## Important Dates for the Spring 2023 Semester

Monday

January 09, 2023

Classes Resume

Tuesday	January 10, 2023	First Session of MIT2600B, on ZOOM
February 18, 2023 to February 26, 2023		Spring Reading Week.
Saturday	March 07, 2023	Last day to drop a second-term half course, or a second-term full course without academic penalty.
Monday	April 10, 2023	Fall/Winter Term classes end

*In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any remaining assessments will also be conducted online as determined by the course instructor.*

Complete sessional dates: [www.westerncalendar.uwo.ca/SessionalDates.cfm](http://www.westerncalendar.uwo.ca/SessionalDates.cfm)

## Course Description

This course is designed to equip students with the **basic literacy of visual communication**, commonly known as graphic design. Students will get introduced to concepts such as:

- Designing for digital and print media
- Elements and principals of design
- Creative problem solving and design thinking process
- Pre-production, production, and presentation
- Design masters and design organizations
- Some of the practical and legal aspects of design
- Inspiration and resources

Current industry production and presentation software applications are introduced and used through the course, to allow students to learn and practise the production aspect of their creative and visual communication solutions.

## What this course is NOT

Unlike some common misconceptions, **Graphic Design is NOT Photoshop**. Photoshop is only one of the various applications used by Graphic designers. This class is not a course in Photoshop, but at one point the course introduces Photoshop as one of the tools of the trade.

This class does not provide a full portfolio or a complete knowledge of all subjects covered by a degree in graphic design, but only touches on those

topics and gives an overview of the type of day to day activities graphic designers might do.

This is not a bird-course. While it is great fun to learn and to do creative and visual problem solving, it needs time, enthusiasm, perseverance, skin in the game, and **openness to critique.**

## Course Objectives

Students who take this course will:

1. Gain an improved understanding of the basic theoretical concepts, principles and processes, used in the design of [selected] visual communications artifacts
2. Explore how creativity and objectivity can affect the design parameters of visual communications within digital and print media
3. Create, develop and produce design works that achieve specific targeted outcomes
4. Learn how to use, at a basic fluency level, the digital tools for creating vector and bitmap artifacts, assemble them as documents and prepare them for presentations

## Participation and Assignments

1. **This is a participatory course, delivered as synchronous ZOOM lectures (unless announced otherwise), demonstrations, discussions, hands-on work** and possible **impromptu in-class exercises**; therefore, missed classes can result in missed information and/or loss of continuity or partial marks. Your participation, engagement, efforts and contributions are a critical part of your learning outcome.
2. Assignments are **formative** and each week students are asked to submit a part of the work prior to the start of each class. There will be a period of critique in each class session, to help students improve upon their newly gained skills and learn from each other's work.

All assignment deadlines and objectives must be met precisely as outlined on the Assignment Briefing Documents. All assignments will be graded out of 100. There will be a short grace period for each major assignment. **ANY** infraction or late assignment submission beyond the grace period, will constitute a mark of **ZERO**, unless cause can be justified and documented according to university calendar. Any medical or personal documentation needs to be submitted to FIMS/MIT Academic counselling staff.

3. Once again, this class **DOES NOT ACCEPT** any assignment as an attachment to e-mail. All assignments will be handed-in via OWL Assignments or on special circumstances, in OWL student dropbox, as will be instructed in the class. Assignments or practise files sent via e-mail without prior approval, will not be considered for marking or feedback.

*Please note:*

**Loss of data does not constitute a rationale for late or incomplete assignment submission.** Back up all your files on at least two separate media storage such as an **external USB drive** and **cloud-based storage**. Make a habit of saving your work every few minutes and keep dated versions as you progress.

4. While video tutorials will be available for some of the presentations and tutorials, absence from any classes will jeopardize the student learning outcome, and average or above average grades, and may cause failing grades. Any student who arrives late or misses synchronous sessions will not be given a personal review of the information they have missed beyond what will be shared on OWL.

## Reading Requirements

There are **no required textbooks** for this course – however, there are required research. Reading and video resources will be shared during the class.

## Required Drawing Supplies

### Please come prepared

#### Paper

Clean, uniform size white sheets of paper, for sketching or a sketchbook that opens flat for ease of use and scanning or photographing.

Size: **8.5x11, or 11x14** or larger, **blank or with dot grid**.

#### Something to take notes

Our memory is frail. The subject is new and there is a need to take quick notes as reminders for later. Find an easy, inexpensive, and user friendly way to take notes. Something that doesn't distract you but keeps all your textual and visual notes in one place. These are for your own usage. They will come handy.

#### Simple mark-making material

**Pencil and Pen** - a simple black pencil, HB, or B, for doodling, and black pen

**Black marker** - a couple of different types, e.g. chisel tip, brush tip, thin and thick markers

**Eraser, ruler, pencil sharpener** if using a pencil.

**Optional:** Triangle, Compasses, Protractor, will come handy for hands-on design work

**Optional:** Tracing paper will come handy

## Required Software.

### Read & Subscribe to Adobe CC

As part of the required materials, you are expected to purchase a subscription to Adobe Creative Cloud (CC) from Adobe. Find the student plan here:

<https://www.adobe.com/ca/creativecloud/plans.html>

[Sep 2022] The student rate is \$25.99 CAD per month when you purchase a yearly subscription. Bundle apps are cheaper, than single applications. Therefore I suggest the Adobe CC over individual applications. For pricing details please check the eligibility and terms, in the link above.

Adobe CC account allows for 2 seats per licence\*.

Adobe Creative Cloud (CC) production package that includes:

- Adobe Acrobat Professional CC
- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe InDesign CC

*\* You will be able to install the Cloud apps on any number of computers, but only two computers can be activated at a time. This means you can only be signed-in to the Adobe CC apps on two computers at a time, maximum. For more information visit:*

*<https://helpx.adobe.com/download-install/using/install-apps-number-of-computers.html>*

**Adobe Creative Cloud** package comes with its own cloud storage component. However, saving to the cloud storage alone may not be a sufficient backup method. **Students are responsible for saving back-ups of their files and may need to use portable external hard drives, thumb drives, or cloud storage at their own discretion.**

### Methods of Evaluation

Through a series of formative, skill focussed assignments, and active participation in critique sessions. The final mark will be based on fulfilling the objectives and requirements of the assignment briefings with correlation to a reasonably expected standard of professional expertise.

## Marking Scheme and Weekly Breakdown

Throughout the term, we have 13 sessions, and we are going to put our theoretical concepts to practice through hands-on learning. The followings are the planned scheme of the work and the marks, according to these 12 session.

**This is a living outline. Some parts of the following breakdown may need to change depending on the pace of the class and learning outcomes:**

### Research and brainstorming

1- Lecture: intro to Graphic design - branding - Tutorials

A. Create a board for an existing Brand - InDesign - to submit

Must include: colour, photo or illustration examples, typeface sample

B. Typography notes - to submit

Saturday, Jan 14, 11 pm, 5%

2- Lecture: intro to Graphic design - branding - Tutorials

Create an imaginary Brand

Write your idea (rationale) as a short paragraph - to submit

Create Brand Mood Board for your brand - InDesign - to submit

Must include: colour, photo/illustration examples, typeface, all based on brand's tone of voice

Saturday, Jan 21, 11 pm, 5%

..... **10%**

3- Elements of design, Typography, Illustrator Basics

Monogram - 100+ hand drawn thumbnails - photograph/scan them

Select 10 Thumbnails - re-draw and clean-up - photograph/scan them

Select 2 among the 10 as your most preferred ones - indicate with check-mark

Saturday, Jan 28, 11 pm, 10%

4- Lecture - Elements of design, Typography, Illustrator Basics

Monogram - Create 10 variations on each of the 2 Monograms - hand drawn on 2 sheets, 1 sheet for each - photograph/scan them

Monogram - Select 1 Thumbnail - enlarge and refine - hand drawn - photograph/scan.

Saturday, Feb 4, 11 pm, 5%

5- Logos, Colour, Illustrator Basics

Monogram - First digital rendering in Illustrator (Ai) - to submit

Colour selection based on the Mood Board (Ai) in CMYK, RGB



Saturday, Feb 11, 11 pm, 5%

6- Design, brand ecosystem, brand manual

Monogram - Refine in Ai rendering, and proceed to create a presentation

Presentation to be done in Ai and save a copy as Pdf - to submit

Single monogram files, Black, White, Colour, save as 3 Ai files (CMYK) - to submit

Single monogram files: Black, White, Colour, save as 3 EPS (CMYK) - to submit

3 Single monogram files: Black, White, Colour, save as 3 SVG (RGB) - to submit

Saturday, Feb 18, 11 pm, 10%

..... 30%

Feb 21 - **Reading Week - No class this week**

**Creativity, imagination, Storytelling**

7- Creativity Using photo montage and collage in Photoshop to design a mural for the brand.

A. Story or description of your idea for the collage in writing

Planning:

B. Collage Thumbnails (Min of 8), select 1 idea and create semi-comp

C. Collecting photos from Stock photos sites provided

D. A trial run in Photoshop

Saturday, Feb 4, 11 pm, 8%

8- Design elements, layout and composition

Complete version of the collage V01 (mural) - in Photoshop

First draft of the mock-up of the collage in context - in Photoshop

Saturday, Feb 11, 11 pm, 8%

9- Design basics - Consistency

Final collage (mural)

Final collage mock-up, in context (in situ) - in Photoshop

Select 3 Photoshop templates, create 3 mock-ups (V01) for your brand - in Photoshop

Saturday, Feb 18, 11 pm, 6%

**Creating brand assets**

10- Finalize all 4 the Mock-ups in Photoshop , Submit JPGs

Planning the final showcase, by hand

Saturday, Feb 25, 11 pm 6%

..... 28%

## Showcasing the brand

11- First digital draft of the brand showcase - digital in InDesign  
Saturday, April 1, 11 pm, 10%

12- Final version of the showcase, including all the branding work,  
Create Behance showcase and submit URL  
Saturday, April 8, 11 pm, 10%  
Wrap-up, plus design resources.

.....	20%
Zoom attendance, participating in discussins, 1 mark per session .....	12%
<b>Total</b> .....	<b>100%</b>

### A welcome note:

*Team! Welcome to my class. Through this term I will do my best to share as many practical design related skills and information as I can with you. I will share a more detailed week to week breakdown of the course with you through OWL Resources at the start of the term.*

*My hope is that by end of this term, you will have started to unleash your creativity! That is where the road begins. Then you can decide what you want to be next! A designer, a brand manager, a creative thinker, a user experience designer, an illustrator, or anyone in any role with additional eye for design and better aesthetics. I am always here for a consult and to give a reference for good work. Keep in touch and share your success stories with me!*

### Statement on the Use of Zoom Recording

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

Remote learning sessions for this course will be recorded. The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name

displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals under special circumstances. Please contact the instructor if you have any concerns related to session recordings.

### **Statement on the use of design works**

Participants in this course are not permitted to copy and use other students work or any work samples shown during the class. All examples of previous student works or commercial works shown during teaching and critique time is solely used for the purpose of teaching and towards the learning outcome of the students.

Design work generated by students during this class will be used for educational purposes related to this course, including class critique and example demonstrations. Selected artworks might be used for UWO, FIMS and MIT communication material or visual communication festivals, etc., with a proper credit line for the designer of each piece.

### **Evaluation of Undergraduate Performance:**

Students in 1000 and 2000 level courses will need to have received graded work totalling at least 15% by November 9, 2021 for F21 half courses, and by November 27, 2021 for full courses, as per the above linked Senate Guidelines. This does not apply to courses which are taught at the 3000 and 4000 levels, though it is a good practice to ensure students have received some graded work prior to the drop deadline.

### **Academic Consideration:**

Students who miss work because of an illness or compassionate grounds can access relief in one of two ways, though a Self Reported Absence (if they meet the criteria for an SRA) or through the Academic Counselling office in their faculty of registration, by providing appropriate documentation (Student Medical Certificate or other valid documentation). Students in FIMS can access FIMS Undergraduate Student Services (UGSS) by emailing [fims@uwo.ca](mailto:fims@uwo.ca). Recommendations for Academic Consideration from counselling units, as well as SRAs, are managed through the Extranet.

### **Academic Accommodation:**

Students who have ongoing medical or psychological conditions, or who have been diagnosed with a learning disability, and who may be entitled to some form of academic accommodation are assessed and managed through Accessible Education. The recommendations for accommodation are shared with instructors via the Extranet and require instructors to acknowledge these through the Extranet.

## Land Acknowledgment:

We/I acknowledge that Western University is located on the traditional lands of the Anishinaabek (Ah-nish-in-a-bek), Haudenosaunee (Ho-den-no-show-nee), Lūnaapéewak (Len-ahpay-wuk) and Attawandaron (Add-a-won-da-run) peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we/I respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

# NOTES FROM THE FIMS DEAN'S OFFICE

Winter 2023

## Rights and Responsibilities

The conditions governing a student's ability to pursue their undergraduate education at Western are ratified by Senate and can be found on the Academic Policies section of the University Secretariat:

[http://www.uwo.ca/univsec/academic\\_policies/rights\\_responsibilities.html](http://www.uwo.ca/univsec/academic_policies/rights_responsibilities.html)

## Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

## Plagiarism

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software Turnitin under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system.

## Accommodation Policies

### Academic Accommodation

Students with disabilities work with [Accessible Education \(AE\)](#) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing.

### Medical Consideration

Students who have medical grounds for academic consideration for any missed tests, exams, participation components and/or assignments worth **10% or more of their final grade** must apply to the Academic Counselling office of their home Faculty (for FIMS students this is [Undergraduate Student Services](#)).

Students are required to provided

documentation in the form of a [Student Medical Certificate](#). It will be the Dean's Office that will determine if consideration is warranted.

For work worth less than 10% of the final grade, the instructor will consider requests for academic consideration on medical grounds made in a timely manner in writing or during office hours. Such requests need not be accompanied by documentation. The instructor may decide to require documentation be submitted to the appropriate Academic Counselling office.

Students should also note that **individual instructors are not permitted to receive documentation directly from a student**, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation must be submitted to the Academic Counselling office of a student's home Faculty.**

## Compassionate Accommodation

Academic accommodation (extensions, makeup tests and exams, additional assignments etc.) may be given to students on compassionate grounds. The situations for which compassionate accommodation can be given must be serious, including significant events such as death in the immediate family, trauma (fire, robbery, harassment, muggings, car accidents, etc.) or emergency situations. Documentation is required.

If a member of your immediate family is seriously ill, obtain a medical certificate from the family member's physician and submit the documentation to your Academic Counsellor.

If you have been involved in a severe accident, fire, or some other exceptional crisis, obtain a copy of the police report or be prepared to provide the necessary documentation upon request.

Generally, for deaths within a student's immediate family (parents, guardians, caregivers, siblings, spouses), bereavement leave is granted, upon provision of documentation. For deaths within a student's extended family, academic accommodation is given for one to three days, upon provision of documentation. Students seeking additional bereavement leave should contact their Academic Counsellors with valid documentation.

## Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Advisor. Additional information is given in the [Western Academic Calendar](#).

## Gender-Based and Sexual Violence

Western [is committed to reducing incidents of gender-based and sexual violence](#) and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence, you will find information about support services for survivors, including emergency contacts, [here](#). The gender-based violence and survivor support case managers are located in Thames Hall (3114-3127 office suite.) To connect with a case manager or set up an appointment, please contact [support@uwo.ca](mailto:support@uwo.ca).

## Support Services

Students who are in emotional/mental distress should refer to [Health and Wellness](#) for a complete list of supports.

## SUPPORT SERVICES - LINKS

[FIMS UGSS](#): *academic advising; career services*

[Psychological Services](#): *Information about accessing mental health supports*

[Medical Services](#): *Student health related services*

[Office of the Registrar](#): *Financial Information, Timetable, Exam Schedules, Academic Calendar Information*

[Academic Support and Engagement](#): *Central Academic Supports, including Writing Centre, Learning Development, Transition and Leadership Supports, and Careers and Experience*

[Accessible Education](#): *Assessment and recommendations for students with disabilities*

[Accessibility Information](#): *Information to help support barrier free access, including floor plans, accessible washroom locations, service disruptions etc.*

[Indigenous Student Services](#): *Includes information about financial support, indigenous self-identification, orientation, and tutor support*

[Western International](#): *Information and support for international students and students seeking to go on exchange*

## FIMS Grading Policy

FIMS Undergraduate programs now have the following class average policy:

*First year courses required for entry into an MIT or MPI module (MIT 1020E and MIT 1025F/G) are expected to have a course average between 68-72%.*

*Second year required courses (MIT 2000, 2025, 2100, 2200, 2500) are expected to have a course average between 70 and 75%. The third year required (MIT 3100) is expected to have a course average between 72 and 77%.*

*Elective courses and 4<sup>th</sup> year seminars have no recommended course averages.*

## Appendix A: Suggested Grade Ranges in MIT, MPI and MTP

### Guidelines to the MIT Grade Range

These guidelines are benchmarks, and are not to be followed as rigid regulations. They will be adjusted as appropriate to take into account the level of the course and any specific instructions given by a professor. As well, competency in English language usage (including spelling and grammar) may be taken into account in the assignment of grades by individual instructors. Note that the 70-79 grade range is broken into two divisions, as this is the grade range into which a large number of students fall.

#### 90-100 (Outstanding, A+)

The report shows sparkling originality and exhibits a high degree of critical analysis of the topic. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the writing and background research is exemplary.

#### 80-89 (Excellent, A)

The report shows originality and exhibits a high degree of critical analysis of the topic; it gets to the heart of the matter with comments and/or questions. It is clearly focused and logically organized. The quality of writing makes the report immediately understandable. Mastery of complex material and ideas is demonstrated. The report is of appropriate length, while preserving the priorities and emphasis of the material, so that the result is meaningful, not simplistic.

#### 75-79 (Very Good, B+)

The report shows above average analysis, critical thinking and independent thought. Claims are supported by ample evidence and the components of the topic are well-researched and presented. The topic is addressed in reasonable depth and/or breadth and covers material appropriate to the course. The analysis is organized around focal points and the argument is easily followed. The report demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material.

#### 70-74 (Good, B)

The report shows an attempt at analysis and critical thinking. Claims are supported by reasonable evidence. The topic is addressed in some depth and/or breadth, with references to the appropriate literature and course material. The analysis is organized around focal points. The report is generally well written and well argued.

#### 60-69 (Competent, C)

The report demonstrates adequate comprehension of the topic. The report is on topic and is a reasonable summary of material covered in the course, but goes no further. Facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the report.

#### 50-59 (Marginal, D)

The report shows less than adequate comprehension of the topic and of the material covered by the course. The report is a less than adequate summary of sources and/or is considerably off-topic. Facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the report.

#### Below 50 (Unacceptable, F)

The report demonstrates a failure to comprehend the topic. The material is disorganized and unintelligible. The report clearly does not meet the minimal requirements of the assignment.

## Appendix B: Guidelines of Academic Appeals for FIMS Students

### Grounds for Appeal:

The Faculty of Information and Media Studies does not view the appeals process as an opportunity for students to solicit a second opinion on a grade assigned to a particular piece of work. Appeals must pertain to the final grade in a course, and will only be entertained if sufficient grounds for appeal can be met, including: medical or compassionate circumstances, a defect in the evaluation process, bias, inaccuracy or unfairness.

### Stages in the Appeals Process:

**The first stage of the process is a discussion of the disputed grade with the appropriate Teaching Assistant (if applicable), and subsequently, the course Instructor.** For grades assigned to individual assignments, essays, lab reports, projects and tests completed throughout the term, the student first must appeal to the Teaching Assistant or Instructor of the course, within three weeks of the date on which the Instructor or Teaching Assistant returned the assignments to the class. The Appeals Committee will not hear any further appeals about the final grade in any course unless this first step has been taken.

**If completion of the first stage has not resolved the matter, the student may appeal the final grade in the course to the FIMS Appeals Committee.** Appeals of final grades must be **within the time frame indicated in the Undergraduate Calendar.** It is the student's responsibility to ensure that the appeal is submitted within the deadline. The student shall submit a formal letter to the FIMS Appeals Committee outlining the grounds for the appeal, the remedy sought and relevant materials including the information about when and with whom (Teaching Assistant and/or Instructor) the student met, as described in Stage 1. If the appeal involves a request for work to be regraded, the original marked work and a clean copy (if possible) must be included. If the appeal is commenced once the deadline has passed, it will not be considered either by the Appeals Committee or by the Associate Dean.

### **The FIMS Appeals Committee has the discretion to determine whether the grounds for appeal have been met.**

If the Committee deems that the reasons for the appeal are not legitimate, the Associate Dean will be informed. The appeal will be terminated and the student will be informed.

### **If the Committee decides that the grounds for appeal have been met, the following steps will be taken:**

1. the course Instructor will be shown the appeal letter and offered an opportunity to make a written response;
2. if work is to be regraded, a reader will be appointed who is competent in the area in question and was not involved in the assignment of the original mark. The reader will consider the work in question and will arrive at an independent evaluation. If there is a large discrepancy between the original mark and the regraded mark, a second reader may be appointed by the Committee. **If the appointed reader(s) arrive at a grade within five marks of the original, the original grade will stand.**

### **The FIMS Appeals Committee will review the evidence and will make a recommendation on the case to the Associate Dean Undergraduate.**

The Associate Dean Undergraduate will consider the recommendation from the Appeals Committee, and will make a decision. The student and the instructor will be notified promptly and in writing by the Associate Dean of the decision and of the change in grade, if any. Within the Faculty of Information and Media Studies, the Associate Dean's decision on the matter is final.

Further appeals are possible under certain circumstances to the Senate Review Board Academic (for Undergraduate students) or to the Faculty of Graduate Studies (for Graduate students) but the student should carefully consult the guidelines regarding such Appeals.