

#3712

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: Graphic Design I

Code No.: ADV 104-3

Program: Advertising Art & Graphic Design

Semester: One

Date: September 1987

Author: ----- K. Bradford & K. MacDougall -----

New: XX Revision:       

APPROVED: *M/Kom*  
Chairperson

Aug. 13/87  
Date

## GRAPHIC DESIGN I

This introductory level Graphic Design course includes experimental colour exercises as well as fundamental design basics. The main thrust of this course is to develop awareness of how design can effectively play an important role in communicating the content of an idea or expressing a visual statement.

### APPROACH TO DESIGN

1. **BALANCE** -- equilibrium of weights
2. **PROPORTION** -- variety of spacing
3. **SEQUENCE** -- left to right, dark to light, colour to non-colour, etc.
4. **UNITY** -- the pieces belong together in the concept
5. **CONTRAST** -- that which is most important (emphasis)

### ASSIGNMENTS

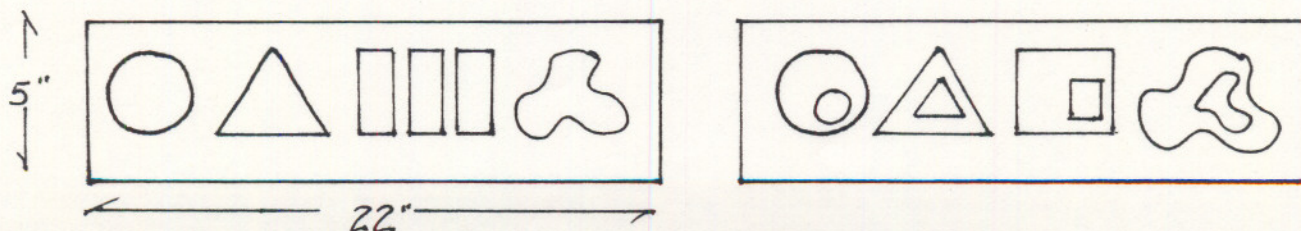
The introduction exercise for this program is planned to familiarize the new student with some of the basic instruments needed to carry out precise drawing and design techniques. Simple shapes, such as triangles, squares, circles, and their combinations, will be used along with some more complex shapes.

### ASSIGNMENTS 1

#### RULING PEN PRACTICE

On suitable white board, such as PK No. 5 or No. 27, approximately 5" x 22", pencil in several of the above mentioned shapes and fill in with colour.

Supplies needed: compass and ruling pen set  
acrylic colours  
brushes  
set square  
french curve  
ruler  
industrial pen set



## SECTION ONE -- BLACK, WHITE, AND GREY

All of the following assignments will be done on No. 27 board using acrylic paint (flat colour), and the size will be 12" x 16" (with a 1" border) and cover protected.

### ASSIGNMENT 2

#### BLACK AND WHITE (High Contrast)

Do A or B

Subject to include the following images:

- A. 4 eggs  
tablecloth      **must include**  
4 cups

high contrast being white and black only

- B. Animals from the zoo or farm  
  
fence  
tree      **must include**  
animals

### ASSIGNMENT 3

#### GREY SCALE (3 Step Grey Scale)

Dark, medium light, which is black, medium grey and white

Subject to include:

Airport or Seascape (could be underwater)

### ASSIGNMENT 4

#### HIGH KEY AND LOW KEY

- A. High key means using tones or values beginning at the mid point of the grey scale and continuing down to zero (white).

Subject matter for this assignment to be student's choice.

- B. Low key means using tones or values beginning at the mid point of the grey scale and continuing up to number 10 (black).

Subject matter for this assignment to be student's choice.

In assignments A and B, where the student choose the subject matter, a further guide or suggestion to assist in that choice, that being -- abstract, realism, or non-objective.

## SECTION TWO -- COLOUR

This section of Graphic Design I will make use of colour in the assignments as well as the use of black and white and the influences they have on colour. The subject matter for this exercise can be student's choice and can be represented by being abstract, real life, or non-objective.

The sizes of all assignments will be 12" x 16", with a 1" border, on No. 27 board, using acrylic paint (flat colour) and corner protector.

1. **Black and one (full strength) hue**
2. **Two warm colours and one cool colour**

You can use tints of only one colour and the other two colours are full strength. The unpainted area of the board must be considered as part of the design. This unpainted area is sometimes referred to as "a free colour" or "stock" colour.

3. **One full strength colour and the second colour is any two values of the second colour**
4. **Analagous colour scheme with a touch of the opposite colour or complementary colour of the analagous zone.**

## EVALUATION

One third each -- attendance  
attitude  
project

Outstanding in all 3 -- A  
Outstanding in only 2 -- B  
Outstanding in only 1 -- C

Incomplete -- I

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