

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: Graphic Design I

Course Code No.: ADV 104-3

Program: Advertising Art & Graphic Design

Semester: One

Date: September 1990

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New: _____ Revision: XXXXXX

Approved: 
Dean, School of the Arts & General Education

Date: August 24, 1990

ADV 104-3: GRAPHIC DESIGN I

GOALS AND OBJECTIVES

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.

SYLLABUS

APPROACH TO DESIGN

BalanceEquilibrium of weights
Proportion.....Variety of spacing
SequenceLeft to right, dark to light, colour to non-colour
Unity.....The pieces belong together in the concept
Contrast.....That which is most important

PROJECTS # 1 & 2:

Ruling Pen practice (3 sessions)

This exercise will familiarize you with some of the basic instruments needed to carry out precise drawing and design techniques. On a suitable white board, such as Pk # 5 or # 27 (cut to a size of 5 " X 20 " - horizontal format), leaving a border at top, sides, & bottom), pencil in several shapes and fill them in with colour. Simple shapes, such as triangles, squares, circles, and their combinations can be used along with more complex shapes. Both exercises to be submitted with cover stock by the end of the third session.

PROJECT # 1:

Use shapes with straight edges only
e.g. squares, triangles, lines, etc.

PROJECT # 2:

Use shapes with curved edges only
e.g. circles, curves, ellipses, etc.

Supplies required for this exercise:

- | | |
|---------------------|------------------|
| - set square | - compass |
| - french curve | - acrylic paints |
| - ruler | - brushes |
| - technical pen set | - ruling pen |

ADV 104-3: GRAPHIC ART I

PROJECT # 3:

High contrast (2 sessions)

On # 27 board, using acrylic paint (flat colour), size 12 " X 16 " , (with a 1 " border) do either A or B below. Finished work must be cover-protected. Rendering must include all items listed in either A or B. This is a high contrast exercise - using black and white only:

A - Table top:

4 eggs
tablecloth
4 cups

or

B - Farm or Zoo animals:

fence
tree
animals

PROJECT # 4: (2 sessions)

Grey scale

Dark, medium, and light - i.e. black, grey, and white. On # 27 board, using acrylic paint, size 12 " X 16 " (with a 1 " border), and cover-protected. Three-step grey scale. Subject: (i) airport or (ii) seascape (could be under the water).

PROJECT # 5: (2 sessions)

High key

High key means using tones or values beginning at the mid point of the grey scale and continuing up to zero - i.e. white. Subject matter to be your choice (abstract, realistic, or non-objective). Use 12 " X 16 " # 27 board, leaving a 1 " border - acrylic paint (flat colour). Must be cover-protected.

PROJECT # 6: (2 sessions)

Low key:

Low key means using tones or values beginning at the mid point of the grey scale and continuing down to the bottom - i.e. black. Subject matter is your choice (abstract, realistic, or non-objective) . Use 12 " X 16 " # 27 board, leaving a 1 " border - acrylic paint (flat colour). Must be cover-protected.

PROJECT # 7: (1 session)

Black + 1 Colour

Render a subject of your choice, using black and one full-strength hue. Use 12 " X 16 " # 27 board, leaving a 1 " border and use acrylic paint (flat colour). Must be cover-protected.

PROJECT # 8: (1 session)

Warm & Cool Colour

Render a subject of your choice, using two warm colours and one cool colour. You may use tints of only one colour and the other two colours at 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. Use 12 " X 16 " # 27 board, leaving a 1 " border and use acrylic paint (flat colour). Must be cover-protected.

PROJECT # 9: (1 session)

Colour Values

Render a subject of your choice, using one full strength colour and the second colour as any two values of the second colour. Use 12 " X 16 " # 27 board, leaving a 1 " border and use acrylic paint (flat colour). Must be cover-protected.

PROJECT # 10: (1 session)

Analogous & Complementary Colours

Render a subject of your choice, using an analogous colour scheme (3 colours) with a touch of the opposite colour or complementary colour (1 colour) of the analogous tone. Therefore, you will be using a total of 4 colours plus white (unpainted areas of the board). Use 12 " X 16 " # 27 board, leaving a 1 " border and use acrylic paint (flat colour). Must be cover-protected.

EVALUATION

One third.....Attendance *
One third.....Work attitude
One third.....Project

80 % attendance is mandatory: i.e. maximum of 3 classes absent of 15 total sessions is tolerated; over 3 classes absent = R Grade = Repeat the course (this includes half classes absent and consistent lateness)

Outstanding in 3A
Outstanding in 2B
Outstanding in 1C
Incomplete.....I
Repeat.....R