

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ Layout I _____

Course Code No.: _____ ADV 213-03 _____

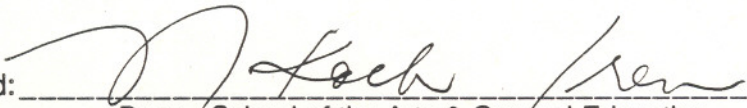
Program: _____ Advertising Art and Graphic Design _____

Semester: _____ Three _____

Date: _____ September 1990 _____

Author: _____ Ken MacDougall _____

New: _____ Revision: _____ XXX _____

Approved: _____  _____
Dean, School of the Arts & General Education

Date: _____ July 13, 1990 _____

ADV 213-3: LAYOUT I

GOALS AND OBJECTIVES

Planning the elements of any piece of Advertising Art or Graphic Design should always begin with a logical process whereby the contents are organized in such a way as to perform a definite function. This course will reveal to the student a basic procedure which may be applied to meet these needs.

SYLLABUS

APPROACH TO LAYOUT (DESIGN)

*BalanceEquilibrium of weights
Proportion.....Variety in spacing
Unity.....Belonging together in the concept
Contrast.....That which is more important (emphasis)
Movement.....Sequence - left to right - dark to light - colour to
non-colour, etc.*

PROJECTS/ASSIGNMENTS:

The projects will require use of graphite pencils, markers, spray fixers, # 3 pad papers or similar layout paper, cutting knives, transparent tape, matte boards, cover sheets and any other useful items or materials that can be used to enhance the appearance of the finished layout or artwork.

PROJECT # 1 - Pencil (Practice for layout art)

Using good, black and white images from the clipper art books, magazines, newspapers, etc., rebuild these images on # 3 paper by the tracing method. The pencils used can be either the sketching pencil (carpenter type) or B - 4 or B - 6.

The approach in this exercise is to **indicate** only - **not to illustrate**. Keep in mind that the end result is to represent the image **loosely** and **quickly** - the **idea** of the ad.

Full sheets of # 3 paper should be used to develop this looseness in your drawing technique.

One full sheet will be submitted for evaluation

PROJECT # 2 - Markers (Practice for layout art)

The approach to layout using markers is very similar to the way in which layout is done in pencil. The main difference is the introduction of colour and your utilization of the medium for emphasis and portrayal of form. The development of light and shade in terms of colour is very important in order to control the visual " eye path " throughout the layout.

PROJECT # 3 - Newspaper Layout

Lines should be crisp, clean, neat, and tones should be developed by several broad strokes instead of shading. Concentrate on the darks as being the activity within the art of the layout as opposed to using outlines. Build large elements in your design.

Lettering (or type) should be rendered in quick, broad strokes and not outlined and then filled in as, in inking. Text lines must be indicated by the darkness (or greyness) of the pencil lines - or evenly toned in with a " wedge " pencil lead.

Step 1 (Practice sheet -not for evaluation)

Do a tracing copy (complete with every item) from a full page newspaper ad.

PROJECT # 3 continued...

Step II (Submitted for evaluation)

Do a re-arrangement of the same ad, using every item from the original. This piece can contain elements repositioned within the given space, but all elements must be kept the same size as in the original. One " spot " colour will be added to this layout to enhance the visual effect. Use markers and keep in mind that colour has value (dark, light, etc.) and this colour (tone) should be used to " lift " the effect of the ad and not to outweigh or put the control " off balance. "

Step III - Reduction (Submitted for evaluation)

This section of the assignment is to collect together the essential elements of the ad and through re-positioning and re-sizing, render a " cut-down " or reduced ad, keeping in mind it should still impart the same feeling or identity of the full size ad.

Step IV - Outdoor Display - 10 " X 20 " (Submitted for evaluation)

Pulling the very basic parts of the ad together and giving most attention to the priority elements, design a layout (using colour if necessary) which could be used as an outdoor billboard.

NOTE

Steps II, III, and IV are to be matted and cover-protected.

DUE DATES

Step IOne classroom session

Step II.....Two classroom sessions

Step III.....One classroom session

Step IVTwo classroom sessions

PROJECT # 4- Art brochure cover (Type only as the element of design)

Design a promotional idea for an artist studied in your art history class. No illustration is to be used. Use two colours - one solid and values of the second colour. Use typography to express the feeling reflected in the artist's work, either in the type style itself, or a design, texture, or pattern created by the repetition of the type. Size 8 1/2 " X 11 " (tall or wide) art area. Must be matted and cover-protected. Other font symbols can be used.

EVALUATION

One third.....Attendance *
One third.....Work Attitude
One third.....Project

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

*** 80 % attendance is mandatory; i.e. 3 absences of 15 total classes are tolerated; over 3 absences = Repeat the course**

KM: rm
July 13, 1990

