

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ Independent Studio I - Production Graphics _____

Course Code No.: _____ ADV 308-05 _____

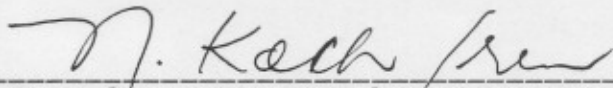
Program: _____ Advertising Art and Graphic Design _____

Semester: _____ Five _____

Date: _____ September 1990 _____

Author: _____ Ken MacDougall _____

New: _____ Revision: XXX _____

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

Date: _____ July 13, 1990 _____

ADV 308-05: INDEPENDENT STUDIO I - Production Graphics

GOALS AND OBJECTIVES

This course is designed to assist the advanced student in developing innovative ways to achieve a finished piece of art ready for the camera or printer.

SYLLABUS

Procedure For Projects # 1 and # 2:

To begin the assignment, the student will first do several fairly slick or comprehensive layouts such as those done for approval by a client in a real, working situation. From this point, the student will work on the " free form " illustration on the acetate that will eventually be completely finished, resized by the camera, and wax positioned as a PMT on the art board. Along with the " picture " or illustrative image, the student will also be required to affix any other non-typographic material to the camera ready art board (i.e. trim marks, logos, rules, borders, screens, etc.).

Keep in mind that illustrative work is always done larger than the printed reproduction size. Do not do the illustration the same size or smaller than printed size; it must be done proportionate to the printed piece.

Detail:

- Step 1** - Thumbnails
- Step 2** - Comprehensive layout to present to client
- Step 3** - Artwork to camera ready (resized to fit layout)
- Step 4** - Position CRA on finished board
- Step 5** - Overlay and type mark-up in position over CRA for type-setting in semester 6

When working from loose or free-form material, the finished acetate image can have the effect of being distorted, cropped, or changed to suit the layout design.

When the acetate artwork is completed and approved, it will then be resized by the graphic camera to fit a pre-arranged layout.

The visual can be kept fairly simple in composition / layout, with the main emphasis being on the illustrative part.

The heading, subheading, and text areas will be included in the finished ad. However, these will be indicated (specified) only on a tracing sheet taped in position over top of the camera ready artwork, which at this point will be mounted on No. 27 board - 11 X 14 - (tall or wide). Leave at least a one inch margin on the board to accommodate the inked-in crop or trim marks and leave space on which to tape the " type specs " overlay sheet.

DOING A MECHANICAL FOR ONE-COLOUR PRINTING:

PROJECT # 1 (Freeform Subject)

From a photograph or magazine illustration, do several line art tracings in india ink on clear acetate of a free form subject such as a figure, animal, bird, insect, landscape, etc.

PROJECT # 2 (Mechanical Subject)

Similar procedure as detailed in Project #1; the student will use the same method

However, the difference is the use of a mechanical subject, such as a building, machine, appliance, automobile, aircraft, etc., requiring the use of mechanical drawing instruments such as straight edges, curves, compasses, ruling pens, etc.

PROJECT # 3 (Brushstyle logo and reversal PMT)

Using the lettering brush as a pointed brush, design several free-form " word logos ", using the technique of multiple images from which you will choose the most suitable segments of the word to arrange into a design unit

The camera work involves making a typical black-on-white PMT and a white-on-black image using reversal paper

Three to four lettering samples are to be arranged onto a PMT, mounted on board , and protected by cover stock

PROJECT # 4

The final project of this course is a student's choice assignment, based on the line art and camera techniques learned in the preceeding exercises

Size to fit within 11 X 14 PMT's

EVALUATION

One thirdAttendance *
One thirdAttitude
One thirdAssignments

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

KM:rm
July 13, 1990