SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario
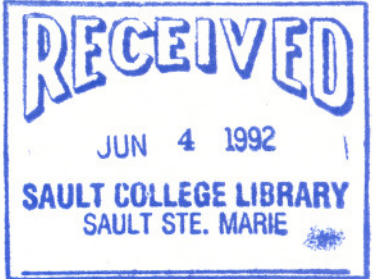
COURSE OUTLINE

Course Title: _____ Production Graphics II _____

Course Code No.: ____ ADV 329-05 _____
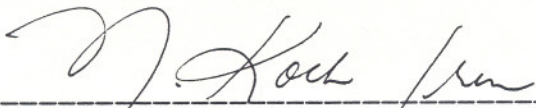
Program: _____ Advertising Art and Graphic Design _____

Semester: _____ Five _____

Date: _____ September 1991 _____

Author: _____ Ken MacDougall _____

New: _____   Revision: __XXXX_____

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

Date: ____ July 8, 1991 _____

GOALS AND OBJECTIVES

This course is designed to assist the advanced student in developing innovative ways to achieve a finished piece of art. The student will pull together similar exercises practiced in second year Typography and Layout courses and expand upon these to their full development for client approval and Printer's camera ready artwork.

SYLLABUS

Procedure For Projects # 1, # 2, and # 4:

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 afix 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

ONE COLOUR PRODUCTION ART FOR PRINTER
Doing a mechanical for one colour printing:

PROJECT # 1 - Free-Form Subject:

Subject matter to be free-form imagery such as a figure, animal, bird, insect, landscape, plants, etc. (not a mechanical, or technical subject).

Projects # 1, # 2, and # 4 will be preceded by an approved, completed presentation layout - matted and cover protected.

1) *First get subject matter picture from a magazine or newspaper and make sure it is larger in scale than what it will be when finished and pasted up for the printer. This will save time to photocopy and enlarge the original from the book or magazine.*

2) *After selecting the visual, work up several thumbnails and expand some of these to full size rough layouts.*

3) *One of the full size rough layouts will be developed to the comprehensive stage for presentation to client for approval (matted and cover protected). This layout should include:*

   - *an illustrative image of selected subject matter*
   - *suitably innovative heading and subheading*
   - *an appropriate balance of body text*
   - *a closing logo design*

4) *From this approved layout, the graphic designer will prepare the final artwork for mechanical assembly on board to exactly match size, design, and placement of layout. This art will be done by inking on acetate placed over the subject visual, and then shooting a PMT, where further line work and retouching will be done. A final PMT will be made to size of the illustration in the approved layout.*

5) *The body text will be written and computer type-set during sessions in Production Graphics III in semester six. The proposed amount of text will be indicated on a guideline tracing sheet overlay affixed to the base art to identify its position and size for the final paste up.*

PROJECT # 2 - Mechanical Subject:

Visual to be a mechanical or technical 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. Follow exactly the same procedures as in Project # 1.

PROJECT # 3 - Brushstyle logo and reversal PMT:

Using the lettering or other style 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

*Students will be evaluated by determining the **average grade of all assignments** executed in the course, according to the following format, used college-wide:*

A +	(Numerical Equivalent 4.00)	-	Consistently Outstanding
A	(Numerical Equivalent 3.75)	-	Outstanding Achievement
B	(Numerical Equivalent 3.00)	-	Consistently Above Average Achievement
C	(Numerical Equivalent 2.00)	-	Satisfactory/Acceptable Achievement
I	(Numerical Equivalent 0.00)	-	Incomplete/Unsatisfactory Achievement
R	(Numerical Equivalent 0.00)	-	Repeat - objectives of course not achieved and course must be repeated

All assignments, *as outlined in the syllabus, are required to be **successfully completed** to meet the objectives of the course. A missing assignment = course objective not achieved = "R" (Repeat) grade for the course. An incomplete assignment ("I" grade) is considered missing or outstanding until it is re-submitted.*

Late and **Incomplete** assignments will be assigned a **maximum "C" grade.** Late and Incomplete assignments, which have been assigned "C" grades, cannot be re-submitted in an attempt for a higher grade. Other assignments (in the B and C category) are eligible to be re-submitted in an attempt to achieve a higher grade. Late assignments must be submitted on or before the following class/week. Incomplete assignments must be re-submitted on or before the next class/week. **Late / Incomplete** assignments will **not** be accepted by the instructor beyond the **one week extension;** these assignments will therefore be considered missing or **outstanding** = missing course objective = **" R "** (Repeat) grade for the course.

80% attendance is mandatory i.e. students must attend a minimum of 36 hours of a 45 hour studio course. A **maximum** of **9 hours** (or **3 classes**) **absent** will be tolerated; beyond this, a doctor's note must be provided, or an automatic **"R"** (Repeat) grade will be issued. This includes half classes missed (either before or after the break). Consistent lateness and leaving class early, without the instructor's permission, will also be taken into consideration towards the student's attendance record.

Note:

The instructor in the studio classroom encourages students to emulate the work ethics of the real workplace. As " professionals in training ", students are expected to act accordingly. Students who exhibit poor work attitudes and disrupt the working/learning environment of others will be asked to leave the studio and will be considered absent from class.