

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ Layout I

Course Code No.: _____ ADV 213-3

Program: _____ Advertising Art & Graphic Design

Semester: _____ Three

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New: _____ Revision: _____ xxx

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

Date: _____

ADV 213-3: LAYOUT I

Pre-requisites *Lettering II*
 Illustration II
 Experimental Media II
 Graphic Design II
 Research II

The instructor reserves the right to modify the course as to project timeframes or content as he/she deems necessary.

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 should be applied to meet these needs. The technique of layout art is varied from thumbnails, quick roughs, comprehensives and slicks. All of these approaches will be explored within this course. All of the pre-requisites form the solid fundamental foundation on which to meet these objectives.

SYLLABUS

APPROACH TO LAYOUT (DESIGN)

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

PROJECTS/ASSIGNMENTS:

The projects will require use of graphite pencils, markers, spray fixers, M-Bond 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.

ADV 213-3: LAYOUT I

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 M-Bond 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 M-Bond paper should be used to develop this looseness in your drawing technique.

One full sheet will be submitted for evaluation. This evaluation will be either a 'U' grade or an 'S' grade as an **indication only** of your ability and progress.

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.

One full sheet will be submitted for evaluation. This evaluation will be either a 'U' grade or an 'S' grade as an **indication only** of your ability and progress.

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. Text lines can be indicated by the darkness (or greyness) of the pencil lines - or evenly toned in with a " wedge " pencil lead. The double line method is the most popular (waste line and base line).

ADV 213-3: LAYOUT I

PROJECT # 3 continued...

Step I (Practice sheet -not for evaluation -S or U)

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

Step II (Submitted for evaluation)-NOT matted

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 /value) 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)-Matted

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. One spot colour will be used in this to achieve the same effect as in Step II.

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

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. This artwork should be of the " SLICK " approach - to look exactly like the finished billboard - wording, colour, rendering, etc.

NOTE

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

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. Keep background white.

EVALUATION: Please refer to the Departamental Policies and Procedures Manual

EVALUATION PROCESS / GRADING SYSTEM:

Assignments = 88 % of Final Grade

Assignments will constitute 88% of the student's final grade in the course. Assignments will be evaluated according to the following, in accordance with college policies:

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 2.40)	-	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 are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "R" (Repeat) grade for the course.

Incomplete and Late Assignments = 12 % of Final Grade

A maximum of 6 Incomplete and/or Late assignments total will be tolerated. A 7th Late and/or Incomplete assignment results in an "R" (Repeat) grade for the course. Each Late and Incomplete grade will deduct 2% from the final grade up to a maximum of 12%. Please note that Late preliminary studies (i.e. thumbnails, layouts, comprehensives, roughs, etc.) will be deducted 2% from the final grade also.

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.

Students have one week in which to submit Late or re-submit Incomplete assignments to the instructor to avoid an "R" (Repeat) grade for the course. Late assignments are due on or before the following class/week and Incomplete assignments are to be re-submitted on or before the class/week following the instructor's return of the Incomplete project to the student. The instructor will usually indicate on the back of the Incomplete project the date by which it should be re-submitted. A 2% deduction will take place for each week an assignment is late or each week an incomplete assignment is outstanding. These deductions are included in the 6 maximum allowed for the course up to 12%.

Preliminary Studies: Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, comprehensives, and preliminary layouts. These intermediate steps are evaluated by the "S" (Satisfactory) and "U"(Unsatisfactory) system and are submitted according to timelines established by the instructor. Preliminary studies must be evaluated as "satisfactory" in order to continue to the next step in an assignment. Note that late preliminary studies will result in a 2% grade reduction.

This policy simulates the commercial graphic art industry in that design projects require step-by-step approval of either the client or the art director or both and must be executed on time to exacting deadlines.

Attendance:

80% attendance is mandatory. A maximum of 3 classes absent (total 9 hours) will be tolerated; A student who is absent beyond 3 classes will receive an "R" (Repeat) grade for the course. This includes half classes missed (absent either before or after the "break").

A student who is late for a studio class will be assessed a half class absence. Late constitutes the arrival of a student anytime after the class has begun. A student who leaves a studio class early, without notifying the instructor, will be assessed a half class absence.

A student who submits a completed assignment before or at the beginning of a studio session in which that project is due, and does not attend or leaves the class, will not be considered absent for that class, provided that:

- the final step of the assignment has been completed satisfactorily
- all preliminary studies have been submitted satisfactorily within established timelines
- the completed assignment has been assessed as satisfactory for submission by the instructor

The student will be considered absent from the class the project is due if the project has not been submitted satisfactorily as per guidelines above. If submitting a project before the established deadline, always ensure that the assignment is submitted to the instructor in person and that the instructor has the opportunity to OK the assignment for submission (this helps to avoid Incomplete evaluations on assignments).

Final Grade:

The final grade will be assessed according to the following, in accordance with college policy:

Total Points:	Final Grade:
90 - 100	A +
80 - 89	A
70 - 79	B
60 - 69	C
0 - 59	R

NB - Students who receive no higher than C grades on assignments should note that 8% out of the total 12% for LATES and INCOMPLETES is required to achieve a passing grade (C = 60 %).

Students should ensure that all assignments, including preliminary studies, are in on time and that the instructor has seen the completed assignment before it is submitted for evaluation to make sure that all instructions have been followed accurately.

If you are experiencing problems with the established timeline for some reason, please let the instructor know ahead of time. Allowances will be made for legitimate extenuating circumstances, at the discretion of the instructor.

Midterm("S" or "U"):

Midterm grades are "S" for Satisfactory progress, and "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.