



**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 ).. prepare your image from continuous tone "SWIPES" Do not use "line" art or Clipper Art material.*

*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 in photocopying to 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 will include:*
  - *an illustrative image of selected subject matter*
  - *suitable 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 "spec-sheet " overlay affixed to the base art to identify its position and size for the final paste up.*

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ADV 329-05: PRODUCTION GRAPHICS II

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Pre-requisites            Production Graphics I  
                                 Illustration IV  
                                 Layout II  
                                 Computer Graphics I

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

**GOALS AND OBJECTIVES**

This course is processed designed to assist the student in developing quick innovative ways to achieve finished art. The student will pull together similar exercises practiced in second year courses and expand upon these to their full development for client approval and the Printer's (Camera-Ready-Artwork) CRA.

**SYLLABUS**

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

DO NOT COPY THE WHOLE "SWIPE" TRY TO ZERO IN ON THAT PORTION THAT WOULD BEST SUIT YOUR PARTICULAR LAYOUT REMEMBER THERE ARE COPYWRITE ETHICS TO LIVE BY. MAKE AN EFFORT TO ALTER THE IMAGE SUFFICIENTLY SO THAT IT IS NOT REFERRED TO AS "DIRECT STEALING" ..IN EDUCATIONAL EXERCISES THE INFO IS NOT FOR PROFIT SO MAKE AN EFFORT TO RESPECT SOMEONE ELSE'S WORK and OF COURSE IF YOU WISH TO CREATE YOUR OWN SWIPE FROM ONE OF YOUR OWN DRAWINGS or PHOTOGRAPHS DO SO!

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 # 27 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.). All pieces will be 9"x 12" without bleed on CRA. 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. Perhaps 10, 20, or 30% larger. PLEASE NOTE-project no. four will be a two color-black and one "spot-color"

**Detail:**

- Step 1            - Thumbnails
  - Step 2            - Comprehensive layout to present to client - leave appropriate margin.
  - Step 3            - Artwork to camera ready (resized to fit layout)
  - Step 4            - Position CRA on finished board to 9"x 12" art area NO BLEED NECESSARY
  - Step 5            - Spec-sheet and type mark-up in position over CRA for type-setting will be done in semester 6 and applied to all 3 finished pieces at that time
- Approx. 10 or more lines of text ( 80 to 100 words)

**Make sure all corners are 90° must be perfect ...otherwise do them over**

**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 a bush, stick, Q-tip, fingers etc. etc. design several free-form "word logos", using the technique of multiple images from which you will choose the most suitable segments of the letters to arrange into a design unit. The idea here is to EXPRESS the meaning of the word in the manner in which it is drawn.*

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

*Four or five lettering samples are to be arranged onto a PMT, mounted on board, and cover protected keeping in mind it must be a well balanced layout.*

**PROJECT # 4**

*The final project is a TWO COLOR (black & one "Spot-Color") COMBINATION ASSIGNMENT, containing FREE-FORM and MECHANICAL or technical illustration (in a reasonable balance to each other) based on the line art and camera techniques learned in the preceding exercises. This project could also incorporate free-form expressive lettering as learned in project #3*

*Size 9" x 12" to fit within 11 x 14 PMT paper. Depending on the layout there may or may not be an acetate overlay carrying the information for the second color. I.E..if the colors are abutting (touching) the second color must be placed on an overlay.-(as a general rule)*

**EVALUATION**

***Please refer to the Departmental Policies and procedures Document.***

## 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:

<b>A+</b>	( Numerical Equivalent 4.00 )	-	Consistently Outstanding
<b>A</b>	( Numerical Equivalent 3.75 )	-	Outstanding Achievement
<b>B</b>	( Numerical Equivalent 3.00 )	-	Consistently Above Average Achievement
<b>C</b>	( Numerical Equivalent 2.40 )	-	Satisfactory/Acceptable Achievement
<b>I</b>	( Numerical Equivalent 0.00 )	-	Incomplete/Unsatisfactory Achievement
<b>R</b>	( 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:

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

**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.