



SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: Graphic Design II

Code No.: ADV 113-3

Program: Advertising Art & Graphic Design

Semester: Two

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New: XX Revision:

APPROVED: *n Kook*
Chairperson

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Date

GRAPHIC DESIGN II

This course organizes the applications of some of the basics of design in order to produce a unified message. The exercising of good research methods and the process and practice of step-by-step development will lead the creative student to a higher level of achievement and sophistication of design. A series of assignments is designed so that you will experience working with "real-life" commercial commissions.

From the experience gained from Graphic Design II, the using of design instruments and colour exercises, the student now has the opportunity of putting those skills and knowledge to use. The student will realize the importance of good design as related to impact, simplicity, message, and emphasis. To give students the opportunity to refine their technical skills and craftsmanship. The assignments are varied enough to give the student a cross-section of what is important to the designer, but the projects themselves all require the same need for special considerations.

ASSIGNMENTS

ASSIGNMENT 1

CANADIAN FOREST PRODUCTS

Logo Design -- Circle, Square, Triangle:

Design a logo or trademark for the company "Canadian Forest Products".

Use a circle, a square, and a triangular format.

Two flat colours -- one dark colour
one medium tone

Render on pk no. 5 illustration board.

Each logo should be approximately 6".

Finished art work size -- 12 x 26 (i.e. matte board opening size)

Lettering "Canadian Forest Products" to appear across the bottom of artwork (1/4" high).

Finished art work should be suitably matted and protected by a cover sheet.

Make sure your name is on the back when submitting.

ASSIGNMENT 2**STATIONERY**

Design a business logo, incorporating the design for:

- letterhead on 8 1/2 x 11 stock
- envelope 4 1/2 x 9 1/2
- business card 2 x 3 1/2 (flat)

Two colours.

Mount the three samples on a suitable colour of matte board and cover.

Examples of businesses: "Gallery Five"
"Antique Shop"
"Creative Framing", etc.

Student can design logo for their own business if they wish.

ASSIGNMENT 3**CHARACTER LOGO AND TITLE**

Form a design piece, incorporating lettering, to represent a firm's logo or mascot character or symbol.

For a chain store "Pause n' Shop".

Art work 8 x 8 approximately.

On pk no. 5 illustration board.

The Pause n' Shop logo must also be suitable enough to be incorporated into newspapers. Here tonal considerations must be clearly thought out so colour can be transposed into black and grey tones.

The type of shop and its services and consumer goods can be left to the imagination of the student.

ASSIGNMENT 4**LITTER BAG OR SHOPPING BAG** (Student to do (A) or (B).)**A. LITTER BAG**

Create a suitable design for a litterbag to be attached to the cigarette lighter inside of an automobile.

Size 9 x 12 vertical.

Two colours -- basic stock or plastic can be colour other than white such as yellow, lite blue, green, etc.

A 1" hole will be part of the design limitations (3/4" down from the top).

B. SHOPPING BAG

Create a suitable design for a shopping bag.

The name of the store, shopping mall, or shopping area must appear on the bag as part of the design.

Size 10 x 16 vertical.

One colour -- colour of basic stock (plastic material) must also be a consideration for overal design.

Various "bag handles" could be used above the 16" height of the bag. This will not affect the design placed within the 10 x 16 art area.

EVALUATION

One third each -- attendance
work attitude
project

Outstanding in all 3 -- A

Outstanding in only 2 -- B

Outstanding in only 1 -- C

Incomplete -- I

mk