

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: Graphic Design II

Course Code No.: ADV 113-03

Program: Advertising Art & Graphic Design

Semester: Two

Date: January 1991

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New: _____ Revision: XXXX

Approved: *N Koch*
Dean, School of the Arts & General Education

Date: January 7 , 1991

ADV 113-03: GRAPHIC DESIGN II

GOALS AND OBJECTIVES

This course aims for the student's establishment of good research methods via the process of step-by-step progressive development of ideas and images. This practice will lead the creative student to a higher level of achievement and sophistication of design. The projects executed in this course will give the student experience working with simulated "real-life" commercial commissions.

The student puts to use the skills and knowledge attained in Graphic Design I - the basics of black and white and colour design and the development of expertise in the use of design instruments and media. The student is given the opportunity to refine technical skills and craftsmanship and to develop a strong sense of design by considering impact, simplicity, message, and emphasis.

SYLLABUS

Project # 1 - LOGO DESIGN - Canadian Forest Products

- *Create and develop 3 logo designs, using the 3 basic design elements as the format for the designs - a circle, a triangle, and a square*
- *The 3 logo designs are trademarks for the company " Canadian Forest Products "*
- *Follow a 5-step procedure for this project:*
 - (i) *Research - i.e. explore and pull together visual reference information*
 - (ii) *Using research, experiment with pencil thumbnail roughs*
 - (iii) *Expand B & W pencil roughs into colour roughs, using markers or coloured pencils*
 - (iv) *Once colour roughs are approved by the instructor, execute a full size (12 X 26) key layout drawing in graphite on # 3 layout paper*
 - (v) *Transfer the approved key layout to # 5 illustration board (design of layout to be discussed in more detail in class)*
- *Each logo is approximately 6" X 6" (balance of logo sizes to be discussed in more detail in class); the 3 logos are presented as one design presentation*
- *Finished art work size - 12" X 26", horizontal format; cut Pk. No. 5 art board with 1.5 " border beyond the design perimeter for matting purposes - i.e. cut board to 15" X 29"*

Project # 1 continued:

- Lettering " Canadian Forest Products" to appear across the bottom of the logo presentation; lettering must be hand-done - 1/4 " height - india ink and technical pen may be used (NO Letraset !); lettering should extend from about the mid-point of left logo to mid-point of right logo
- Designs are limited to **two flat colours** - one **dark** colour and one **medium** colour (i.e. the printer will use only two colours or two inks to print the logos); the same two colours may be used for all three logo designs or a different set of colours may be used for each of the three as long as the overall presentation maintains consistency; consider the black and white reproduction of the values of the colours you use - the logo designs should be just as effective when reproduced in black and white values; consider also the reduction of the logo designs - the designs should be simple, dynamic, symbolic and easily recognizable when reduced to letterhead or business card size
- Paint-out of the designs on pk. No. 5 board will be via acrylic paint, ruling pen, inking edges for all edges, and brush for fill-in; design instruments must be used for all shapes e.g. compass, flexible curve, ruler, french curve
- Finished design presentation must be suitably matted - 3" matte border - outside cut 18" X 32" - window cut 12" X 26"
- Submit, protected by cover stock, accompanied by approved colour roughs and key layout drawing, on or before the deadline indicated by the instructor in class

Project # 2 - LITTER OR SHOPPING BAG DESIGN:

- Students to do either (A) or (B):

(A) LITTER BAG DESIGN:

- Create a suitable design for a litter bag to be attached to the door handle or cigarette lighter inside an automobile
- Size 9 X 12 vertical format
- **Two flat colours** - basic **stock** or plastic material of bag may be **another colour** other than white e.g. blue and red on yellow stock
- a 1" hole must be part of the design limitation - 3/4 " down from the top
- Design done on Pk. No. 5 art board with acrylic paint and ruling pen, inking edges, design instruments

Project # 2 continued:

(B) SHOPPING BAG DESIGN:

- 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 information
- Size 10 X 16 vertical format on Pk. No. 5 board
- **Two flat colours;** also consider the **colour** of the **stock** material of the bag - this does not have to remain white e.g. red and silver design on black plastic stock
- Various bag "handles" could be used above the 16" height of the bag; this will not affect the design area of the bag; however, consider that the important design elements should be in clear view when the bag is folded over at the top and carried
- Design to be executed in acrylic paint using ruling pen, inking edges, design instruments

Note:

- Both (A) and (B) finished designs must be matted - 3" matte border
- (A) - Outside cut 15 X 18 - window cut 9 X 12 (vertical)
- (B) - Outside cut 16 X 22 - window cut 10 X 16 (vertical)
- Both must be submitted protected by cover stock, accompanied by approved colour rough, on or before the deadline indicated by the instructor in class

Project # 3 - CHARACTER LOGO & TITLE - Pause n' Shop:

- Create a design piece, incorporating lettering, to represent a firm's logo or mascot character or symbol
- The logo design is a symbol for a chain store called " Pause n' Shop "
- The design size is 8 X 8 executed on Pk. No. 5 art board (cut board 10 X 10)

Project # 3 continued:

- **Three flat colours** or "inks" - **dark, medium, and light**
- *The Pause n' Shop logo must also be suitable for incorporation into newspapers; here, tonal considerations must be clearly thought out so that colour may be transposed into black and white tones; also consider the reduction of the design for business cards and letterhead*
- *The type of shop and its services and consumer goods is left to the imagination of the student*
- *Design to be executed with acrylic paints, using ruling pen, inking edges, design instruments for all shapes*
- *Finished design to be matted - 3" matte border - 14 X 14 outside cut - 8 X 8 window*
- *Submit, protected by cover stock, accompanied by approved colour rough, on or before the deadline indicated by the instructor in class*

Project # 4 - Stationery Design - LETTERHEAD. BUSINESS CARD. ENVELOPE:

- *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)*
- **Business logo to be printed in two colours; stock may be any colour**
- *Consider the black and white reproduction of the logo (as in newspapers, photocopies)*
- *Mount the three samples on a suitable colour of matte board (Note: presentation !)*
- *The business may be any one the student wishes to do; or the student may wish to design a logo for her/his own business or design services*
- *Submit protected by cover stock on or before the deadline indicated by the instructor*

EVALUATION

One third.....Attendance
One third.....Assignments
One third.....Attitude

80 % attendance is mandatory

3 absences will be tolerated; over 3 absences = R grade

This includes half classes absent; consistent lateness will be noted towards attendance

Projects may be re-done and re-submitted in an attempt to achieve a higher grade

Late projects = C grade

*Late projects do **not** have the option of being re-submitted for a higher grade*

*An **I** grade = **Incomplete** = means the project is not acceptable and must be re-submitted according to the instructor's specifications*

***All** assignments must be submitted - a **missing** assignment = course objectives not met = **R** grade (Repeat the course)*
