

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: Layout II

Course Code No.: ADV 223-03

Program: Advertising Art & Graphic Design

Semester: Four

Date: January 1991

Author: Kenneth MacDougall

New: _____ Revision: XXXXX

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

Date: January 8, 1991

ADV 223-03: LAYOUT II

GOALS AND OBJECTIVES

The emphasis of the Layout II course is on the production of visuals in a sophisticated, professional manner. Executing the artwork requires not only technical knowledge, but also the continued practice of the technique of developing skill in image-making. This second level layout course deals with additional elements usually associated with more comprehensive studies and includes scriptwriting and television storyboard art.

SYLLABUS

Project # 1: 3 Tourist Camp Folders:

- Two folds
- 3 different concepts (3 separate samples)
 - one appealing to senior citizens
 - one appealing to young families
 - one appealing to social groups, clubs, etc.
- Size of the 3 folders:
 - (1) - 8 1/2" X 11"
 - (2) - 8 1/2" X 14"
 - (3) - 8 1/2" X 17"
- Folder will use 3 photographs of any size - subjects of photographs to be properly indicated in visual terms
- Line art illustrations will be indicated where necessary (location maps, spot drawings, art borders, etc.)
- All type and headings will be clearly indicated
- Pencil, ink, and/or markers will be used for the finished comps
- The 3 finished comps will be contained in suitable envelopes for presentation and marking

Project # 1 continued:

- Colour re folders:
 - (1) - full colour
 - (2) - two colours
 - (3) - one colour
- Design stress on contrast - shapes, type, tone, texture, etc.

Project # 2 : T.V. Storyboard Layouts (2):

- From a written script, fitting into a given length of time (30 seconds), organize the visuals (6 or more) to coincide with the essential stages of the complete message
- With a minimum of 6 - 8 visuals at approximately 3 - 5 seconds each (depending on the emphasis), keep in mind that they may be a combination of art work OR Video Tape Recording (VTR)
- Think of a service, product, or promo

Project # 3 : Brochure (booklet):

- Cover and two sheets - size 7" X 8 1/2" (from 8 1/2 X 14 sheets folded); 8 inside pages and front and back covers
- Suggestion - for mining company, famous artist, art school, consumer products e.g. jewellery, radio or video equipment, etc.
- Brochure should include type and line art and photos in a reasonable balance
- Type - headings
- Subheadings
- Text

Project # 3 continued:

- *Photos - indicate in " layout fashion " the subject matter in the photos*
- *Line art - could include illustrations or spot drawings in combination with type and photography*
- *The colour scheme to be determined by the layout artist i.e. the student*
- *Colour may be full colour, two colour, or one colour*
- *One method of planning the design of the booklet is to begin with the cover and work out many different concepts, then proceed to carry the cover idea, content, or expressions of the subject throughout the pages of the brochure*
- *Work out a small " dummy " of the booklet first, perhaps half the size of the final and then enlarge that to a **full size rough** to clear up any additional inconsistencies*
- *From this full size rough, proceed to work the final comp to be the sample piece to show the customer*
- *At this stage, the work should be done on good quality paper, perhaps even similar to that of the printed booklet*
- *Students should submit the final piece in a prepared envelope for marking*

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 i.e. missing the first or last half of the class

Consistent lateness or leaving early will be noted towards attendance by the instructor

A professional attitude is expected from each student

All assignments must be submitted on the date indicated by the instructor in class

Late project = C grade

A project may be re-submitted in an attempt for a higher grade; however, this option is not available for late projects i.e. late grade " C " stands

I grade = Incomplete grade = project is not acceptable as submitted; Incomplete projects are considered as missing projects until re-submitted

All projects must be submitted; a missing project = missing course requirement = R grade