

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

COURSE OUTLINE

Course Title: Production Graphics I

Code No.: ADV 224-14

Program: Advertising Art & Graphic Design

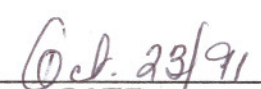
Semester: Four

Date: January, 1991

Author: Ken Bradford

New: XX Revision: _____

APPROVED: 
CHAIRPERSON


DATE

ADV 224-4: PRODUCTION GRAPHICS I

This fourth level Graphic Design Course is designed to elevate your perception of how Graphic Design is used in different fields of Advertising. Because we see design in all forms of visual communication, we must be receptive to its message in order to understand and analyze its function. While studying Graphic Design, you explore a great many avenues, from creating simple designs to the assembly of art in preparation for the final camera work before plate making. this course is designed to further prepare you in the more technical aspects of preparing and readying the artwork to be photographed by the printer's camera. This is referred to in the industry as camera-ready work.

ASSIGNMENTS

ASSIGNMENT 1

LINE ART ILLUSTRATION WITH TRANSFER SCREENS

PROJECT A

- *two figures (or more) can be a cartoon*
- *the final rendering can be completed with brush or pen or a combination of both and Letratone*
- *approximate size 8 1/2" x 11" (size as is for screens)*
- *India ink*
- *matted and covered*
- *deadline -- 2 weeks*

PROJECT B

- *project B line art rendering of retail item (T.V., furniture, stove, etc.) to be finished in similar manner as in project A*
- *this section could utilize "visual aids" done in publications such as photographs or artwork*
- *the above assignments are mainly designed to gain some "intro" experience in the use and application of Letratone or mechanical screens as well as demonstrating the "clarity" in which line art should be executed with pen or brush*
- *deadline -- 2 weeks*

ASSIGNMENT 2

DOUBLE PAGE LAYOUT AND CAMERA READY MECHANICAL

- redo the centre sheet from the Ad Art Brochure
- a pencil comprehensive will be carried out to indicate the exact position of all elements in the double page design. All measurements, type indications, and photographic images and number of photos must be attractively positioned as well as trim lines (crop marks) and fold marks.
- sizes of photos may be changed to suit the new layout
- type, border tape, and block tack will be provided along with paste up "grid" paper
- the finished art will include the camera ready work and the initial pencil layout

ASSIGNMENT 3

THREE COLOUR SEPARATIONS USING PHOTOGRAPHIC OVERLAYS - GRAPHIC ART PROMO AD

This assignment will give the student the opportunity to see and experience the work or steps necessary to do multi-colour art mechanics and also allow the student to work with the Graphic Camera to produce the actual film positives.

This procedure is only one of several different ways of preparing art mechanics for colour work but is one that will show them the technique of white out and masking the original to separate and shoot the overlays.

- 1) *a pencil comprehensive to indicate all mark-up information.*
- 2) *Student must purchase all type setting from local printers at a cost of approximately \$12 to \$15*
- 3) *From the original pencil layout, the student will proceed to the actual finished art and wax and position all elements of the design.*
- 4) *The masking procedure to be explained simply as covering with white paper those elements not to be printed and exposing the chosen elements to print, etc.*
- 5) *Final step is the shooting of each colour indication with the Graphic Camera to get film positives, which in each case will carry identifying colour, trim marks, and registration marks.*
- 6) *All pieces should be presented mounted and cover protected.*

Size of ad - 8 1/2" x 4 1/2" vertical.

Illustrative material may be created and included along with the typography.

The Pantone Colour System will be used for colour identification.

EVALUATION

Students will be evaluated by determining the average grade of all assignments executed in the course, according to the following format, used college-wide:

- 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 2.00) - 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, as outlined in the syllabus, are required to be **successfully completed** to meet the objectives of the course. A missing assignment = course objective not achieved = "R" (Repeat) grade for the course. 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. Late assignments must be submitted on or before the following class/week. Incomplete assignments must be re-submitted on or before the next class/week. **Late/Incomplete** assignments will **not** be accepted by the instructor beyond the **one week extension**; these assignments will therefore be considered missing or **outstanding** = missing course objective = "R" (Repeat) grade for the course.

80% attendance is mandatory i.e. students must attend a minimum of 36 hours of a 45 hour studio course. A **maximum of 9 hours (or 3 classes) absent** will be tolerated; beyond this, a doctor's note must be provided, or an automatic "R" (Repeat) grade will be issued. This includes half classes missed (either before or after the break). Consistent lateness and leaving class early, without the instructor's permission, will also be taken into consideration towards the student's attendance record.

Note:

The Instructor in the studio classroom encourages students to emulate the work ethics of the real workplace. As "professionals in training", students are expected to act accordingly. Students who exhibit poor work attitudes and disrupt the working/learning environment of others will be asked to leave the studio and will be considered absent from class.