



1st Year AD ART
(Intro) - 4 - 103

PHILOSOPHY

This course is designed to give the 1st year art student an insight into the world of advertising art and to help make them aware of the possibility of employment and to enhance the presentation part of their art careers. It should be an awareness in areas such as advertising, painting, etc. etc.

INTRO AD. ART ART 103 ✓ 1998

103

GOALS

Commercial layout, illustration and lettering. The student will work on intro ad art projects that best combine some of the basic elements required to produce material used in commercial art - design and layout sense, skill and craftsmanship and emphasis on samples for portfolio presentation.

1979

OBJECTIVES

(1) BASICS OF DESIGN LAYOUT

Balance - proportion - unity - contrast - movement.
Three comprehensive layouts to suit specific ideas.
Layout to include - illustration - heading - caption (or slogan) body text - logo.
Each presentation will be 7 x 14 vertical format.
3 layouts to be done in black and white.
1 layout to be done in color.
One black and white and the color layout to be entered as portfolio samples.

(2) BASICS OF ILLUSTRATION

The visual communication of a thought or idea to give added impact to a story or a commercial ad.
Three commercial illustrations
- one in full color
- one in monochrome - one color and two values
- one in black and white - ink, pencil, etc.

1st Year AD ART
103 - 4 (Intro)

PHILOSOPHY

This course is designed to give the 1st year art student an insight into the world of advertising art and to help make them aware of the possibility of employment and also to enhance the presentation part of their art careers should their choice be in some other art related or creative area such as printmaking, pottery, painting, fibres etc..

GOALS

Commercial layouts, illustration and lettering. The student will work on intro ad art projects that best combine some of the basic elements required to produce material used in commercial art - design and layout sense, skill and craftsmanship and emphasis on samples for portfolio presentation.

OBJECTIVES

(1) BASICS OF DESIGN LAYOUT

Balance - proportion - unity - contrast - movement.

Three comprehensive layouts to suit specific idea.

Layout to include - illustration - heading - caption (or slogan) body text - logo.

Each presentation will be 7 x 14 vertical format.

2 layouts to be done in black and white.

1 layout to be done in color.

One black and white and the color layout to be matted as portfolio sample.

(2) BASICS OF ILLUSTRATION

The visual communication of a thought or idea to give added impact to a story or a commercial ad.

Three commercial illustrations

- one in full color
- one in monochrome - one color and its values
- one in black and white - ink, pencil etc.

Illustrations based on 3 non leading thoughts.

Wording ideas to be included on illustration in suitable letter style.

Emphasis on illustrated area.

Project to be done on illustration board PK NO. 5 or drawing paper.

Two pieces matted and one mounted.

Finished art to be 14 x 18 horizontal format.

(3) BASICS OF LETTERING (3 PROJECTS)

(A) Students to work on hand lettered alphabet sans serif skeleton type lettering in black ink emphasizing the classic structures of letters and paying particular attention to letter spacing and ratios.

(B) Using the above alphabet the students will also produce a slogan in 2 colors (approx 10 words). Project to be done on drawing paper 4" x 20" and matted.

(C) Students will do one project in any letter style consisting of at least 3 letters formed into a design unit - project done in 2 colors approx size 11 x 14 on illustration board-matted.

SYLLABUS

Four hours per week.

Basics of layout 5 weeks.

Basics of illustration 5 weeks.

Basics of lettering 5 weeks.

METHODOLOGY

Text

Publication sample material (newspaper, magazine, etc.).

Individual learning and assistance.

Group discussion.

BALANCE

Formal - Informal

Formal - Conservative

- Dignity

- Dependability

- Informal - more exiting
- flexibility
- lively
- dynamic

PROPORTION

In layout means - "display value" or "elements" in order of importance.

UNITY

Unified composition.

Compatible lettering.

Repetition of motif.

CONTRAST

Variety.

Identity with other ads.

MOVEMENT

Readers' eye follows flow from element to element.

APPROPRIATENESS

Style of ad to properly express product some ads are poor design but appropriate to product (service or promotion).

- Formal - Informal
- Formal - Conservative
- Dignity
- Dependability

3 COMPREHENSIVE LAYOUTS (NEWSPAPERS)

<u>Product</u>	<u>Service</u>	<u>Other (Promos)</u>
Food	Repair	Safety
Clothing	Travel	Exhibition
Appliances	Cleaning	Health
Furniture	Gardening	Religion
Automobiles	Baby Sitting	Entertainment (Movies etc.)

Booze

7 x 14 vertical (4 col.) (newspaper)

Illustration - Can be cartoon or representational.

Heading - (Caption or Slogan)

Body Text - (Approx. ¹⁵~~25~~ square inches)

Logo - Trademark
Emphasis on wording portion

1 Layout from each category

2 Black and White Pencil, Conte, Pastel

1 Full colour

1 Black and white and the color comp. to be matted.

NO SALE ADS

MAT SIZE - AT LEAST 2" OR WILL GET ©
COVER SHEET EXACT SIZE OF OUTSIDE EDGES
OF MAT

A

EVALUATION

- One third each - attendance
- work attitude
- project

- Outstanding in all 3 - A
- " " only 2 - B
- " " only 1 - C

Incomplete - 1

LETTERING - Classic Roman Alphabet (Skeleton Letter Form)

- study in individual letters to form full alphabet
- pencil on bond or layout paper
- letters to be 1" high

B, E, F, K, L, P, R, S,	_____	1/2 square
J	_____	3/8 square
A, H, N, T, U, V, X, Y, Z,	_____	3/4 square
C, D, G,	_____	7/8 square
O, Q,	_____	Full square
M,	_____	Slightly larger than square
W,	_____	1 1/2 square

All horizontals slightly above centre except A, P, R.

Wording exercise

"The butterfly sleeps well perched on the temple bell until it rings".

Letters are made different to appear same size.

MAT SIZE - AT LEAST 5" OR MORE GET
 COVER SHEET EXACT SIZE OF OUTSIDE BOUND
 OF MAT

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23 Commercial Illustrations

4 weeks

- One in full colour.

~~One monochrome One colour and its value.~~

- One black and white - ink, pencil etc.

Illustrate ² of the following ideas:

- 1. Everyday is a holiday.
- 2. Spread a little sunshine.
- 3. A summer to remember.
- 4. You never had it so good.
- 5. It's never too early.

Wording ideas to be included on illustration in suitable letter style.

Emphasis on illustrated area.

Project to be done on illus. board pk. no 5 or drw. paper.

Two pieces matted ~~and one mounted.~~

Size of finished art 14 x 18 horizontal format.

"GIVING AND OLD PHRASE A NEW TWIST"

