



**I. COURSE DESCRIPTION:**

This course refines the students layout skills by exploring the design concepts of Balance, Proportion, Unity, Contrast and Movement. Students will explore these concepts through a series of preliminary steps towards developing final design solutions.

The use of traditional materials such as markers and paint to produce comprehensive layouts will be a major component of this course. This course will prepare the students for ADV 215-4 Computer Layout in semester 4 and provide carryover assignments to ADV 242 digital photography in semester 4..

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Demonstrate the use of traditional, technical design instruments and media, using appropriate degrees of detail and quality.

Potential Elements of the Performance:

- Demonstrate the use of markers and paint to produce professional quality layouts
- Demonstrate quick, clean crisp drawing techniques using marker, pen and pencil
- Apply skill and attention to detail in cleaning up edges and minimizing errors.

2. Demonstrate the ability to apply basic design concepts of balance, proportion, unity, contrast and movement in design solutions

Potential Elements of the Performance:

- demonstrate an understanding of the basic design concepts.
- demonstrate knowledge of basic layout terminology.
- apply design concepts to create dynamic and exciting layouts.

3. Develop and implement solutions to basic design/layout problems.

Potential Elements of the Performance:

- demonstrate a command of the design process from research and analysis through to appropriate levels of presentation ( e.g. thumbnails, layouts, comprehensives )
- execute designs according to instructions using traditional media.
- demonstrate analytical ability in problem solving re: design parameters and limitations.
- render all preliminary studies ( thumbnails, layouts, comprehensives ) and final presentations using appropriate degrees of detail and quality.

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4. Demonstrate the ability to visually communicate design concepts to others in layout form.

Potential Elements of the Performance:

- demonstrate an ability to effectively communicate design/layout instructions to a production artist (includes type mark-up, photographic direction etc.)
- demonstrate an ability to direct the production of artwork in a clear concise manner through the use of layouts.
- Demonstrate an ability to use layouts to effectively communicate to (art direct) photographers, illustrators and production staff

5. Apply appropriate, effective, and professional practices in the classroom studio setting.

Potential Elements of the Performance:

- demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.
- demonstrate the ability to work within project restrictions and time limitations.
- make effective design presentations, as per instructor specifications regarding directions and quality.

### III. TOPICS:

1. Use of markers and layout style drawing methods - indicate do not illustrate
2. Definitions and applications of design concepts balance, proportion, unity, contrast movement
3. Use of the formal and informal grid layout system
4. Clear and concise presentation of typographic and photographic directions – used for art direction
5. Preparing layouts for presentation
6. Layout/design terminology.
7. Basic elements of preparing artwork for design presentation approval purposes for client or art director ( research, thumbnails, layouts, comprehensives of varying degrees of quality and detail ).
8. Professional presentation techniques.
9. Professional practices.

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

The following items from the portfolio kit will be used throughout this course:

**For preliminary design studies:**

coloured pencils  
markers

bond paper  
layout paper  
drawing pencils

**For finished design presentations:**

ruling pen	compass
set squares	gouache or acrylic paints
french curves	paint mixing tray
flexible curve	paint brushes
ruler	technical pen
drawing pencils	india ink

Students will need to purchase # 27 illustration board, construction paper for cover stock, and matte board for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop.

For archiving electronic files students will need to purchase 100Mb zip discs or burn files to recordable CD's for storage and retrieval.

**Required text:**

*Typographic Design: Form and Communication* Third Edition by Carter , Day, Meggs ISBN 0-471-38341-4

**V. EVALUATION PROCESS/GRADING SYSTEM:**

ASSIGNMENTS = 100 % of Final Grade

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "R" ( Repeat ) grade for the course

Please refer to the evaluation criteria supplied with each assignment sheet in this course.

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
F (Fail)	59% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

## VI. SPECIAL NOTES:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493 so that support services can be arranged for you.

### Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**DEDUCTIONS - LATES & INCOMPLETES:****Lates:**

- An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.
- A Late assignment will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the final grade.
- Maximum grade for a Late assignment is " C ".
- A Late assignment which is not executed to a minimum C (satisfactory) level will be assigned an Incomplete grade with additional penalties outlined below.

**Incompletes:**

- An Incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory (C grade) level or in which the directions have not been followed correctly.
- An Incomplete assignment must be entirely re-done or corrected according to the instructor's specific instructions and re-submitted within one week.
- An Incomplete assignment will be penalized by a 5 % deduction from the final grade.
- Maximum grade for an Incomplete assignment is " C ".
- Incomplete assignments not submitted within the one week timeframe will be subject to 5 % late deductions for each week they are overdue.

**Preliminary Studies:**

- All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.
- These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.
- Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

**ATTENDANCE:**

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.