

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: LAYOUT
CODE NO. : ADV213 **SEMESTER:** 3
PROGRAM: GRAPHIC DESIGN
AUTHOR: RITCHIE DONAGHUE
DATE: June 10 F **PREVIOUS OUTLINE DATED:** June 09 F
APPROVED: "B. Punch"

CHAIR

DATE

TOTAL CREDITS: 4 CREDITS
PREREQUISITE(S): ADV 135, ADV 111
HOURS/WEEK: 3 HOURS IN CLASS PER WEEK

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I. COURSE DESCRIPTION:

This course refines the students layout skills by exploring the design concepts of Balance, Proportion, Unity, Contrast and Movement as well as various grid systems and organizational tools used in the design field. 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.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify design problems, plan and document design solutionsPotential Elements of the Performance:

- Use provided documentation structure to document design problem statements
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
- Demonstrate an ability to include user testing methods as required in design process and document the results.

2. 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

3. Demonstrate the ability to apply basic design concepts of balance, proportion, unity, contrast and movement as well as use of grid systems in design solutionsPotential 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.
 - Demonstrate an ability to organize textual and visual information by applying a grid system to design work.
 - Analyze existing artwork and presentations (both print and web) to draw conclusions on the organization and acceptance of information
4. **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.
5. **Appropriate time management and studio habits**
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
6. **Express illustrative solutions in an objective manner**
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. Research and design documentation skills
2. Use of markers and layout style drawing methods - indicate do not illustrate
3. Use of the formal and informal grid layout system
4. Use of other measurement units ie. picas, points, agates
5. Clear and concise presentation of typographic and photographic directions –

used for art direction,
Basic elements of preparing artwork for professional design presentation approval purposes for client or art director (research, thumbnails, layouts, comprehensives of varying degrees of quality and detail).

6. Preparing layouts for presentation and layout/design terminology, Rendering textual information clearly and in a time efficient manner

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required text:

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

Suggested reading: *A Typographic Workbook: A Primer to History, Techniques, and Artistry.* By Kate Clair ISBN. 0-471-29237

The Mac is Not a Typewriter, Second edition by Robin Williams ISBN 0-201-78263
Designing With Type - A Basic Course in Typography by James Craig.

The following items from the portfolio kit will be used throughout this course: **For preliminary design studies:**

For finished design coloured pencils t-square compass set markers acrylic paints * technical pen bond paper french curves paint mixing tray layout paper flexible curves paint brushes drawing pencils ruler India ink set squares

- Note: Due to the lack of proper health and safety features of the design studio, no oil based paints are to be used in this course.
- Only water based acrylic paints will be used.

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

Research:

Students should bring their basic art supplies as purchased in their art supply kit to every class. Students will be given advance notice as to additional materials on a per project basis. Students must come to class with the proper materials to work in class weekly.

Students are required to develop extensive reference files, for the multitude of topics. Each of these topics will be discussed in advance of individual project specifications.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments will make up %100 of the final grade

Eight 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: Most assignments will be in-class with additional work required to be completed outside of class

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% 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:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.

i.e. 4 classes missed = 10% deduction from final grade

5 classes missed = 20% deduction from final grade

This implies arriving on time and remaining for the duration of the scheduled session. *It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers will not be granted admission to the room*

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.

Reclaiming and Retaining Past Assignments

For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions and a notice will be posted at the front of the classroom noting that the assignment has been returned. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

VI. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.