

**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:** FRANK SALITURI  
**DATE:** June 2011 **PREVIOUS OUTLINE DATED:** Aug 2010  
**APPROVED:** "B. Punch"

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**CHAIR**

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**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 solutions**  
Potential 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 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.
  - 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:**

*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 2<sup>nd</sup> year portfolio kit will be used throughout this course:

prismacolor marker set - 48 colours  
prisma colour marker set - 6 greyscale  
sharpie markers 2bullet tip, 2 ultrafine tip-black only

**Research:**

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%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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.

### ***DEDUCTIONS – LATES AND FAILS***

**All assignments must be submitted to a satisfactory level to achieve credit for this course**

#### **Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student **MUST** immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

#### **Fail:**

A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is "C" (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

#### **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.

### **Resubmission policy**

- Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.
- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor
- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

### Course Expectations:

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence.

### 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. 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.