GD 58 Course Outline as of Spring 2010

CATALOG INFORMATION

Dept and Nbr: GD 58 Title: ADVANCED PAGE LAYOUT
Full Title: Advanced Page Layout and Advertising Design
Last Reviewed: 4/14/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	4	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 87.50 Total Student Learning Hours: 157.50

Title 5 Category:	AA Degree Applicable
Grading:	Grade Only
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

Catalog Description:
The course will prepare the graphic design student for dealing with the demands of advertising design and page layout for books and magazines. The course also addresses topics including: exploitation of gender in advertising, developing brands for the global marketplace, bilingual design, and environmental responsibility.

Prerequisites/Corequisites:
Course Completion of CS 70.1A (or CS 70.11A or CIS 73.21 or CIS 73.31) OR Course Completion of APGR 52B (or APGR 93)

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: The course will prepare the graphic design student for dealing with the demands of advertising design and page layout for books and magazines. The course also addresses topics including: exploitation of gender in advertising, developing brands for the global marketplace, bilingual design, and environmental responsibility. (Grade Only)

Prerequisites/Corequisites: Course Completion of CS 70.1A (or CS 70.11A or CIS 73.21 or CIS 73.31) OR Course Completion of APGR 52B (or APGR 93)
Recommended:
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Spring 2010	Inactive:	Fall 2020
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of the course, students will be able to:
1. Use a variety of advertising techniques and theories to develop effective ads.
2. Apply a variety of page layout techniques to the development of effective book and magazines designs.
3. Use a variety of advanced typographic techniques to create dynamic page content.
4. Use critical thinking, emotion, wit, and good copywriting to create effective advertisements.
5. Create effective designs for the global market.
6. Create designs dealing with bilingual market.
7. Design an effective book jacket and interior pages.
8. Show sensitivity to gender, age and sexual orientation in advertising

Topics and Scope:

1. Overview of advertising and page layout
2. Theories for creating on-target advertisements
3. Advanced layout techniques for effective advertisements
4. Evaluating and developing great advertising headlines and copy
5. Techniques for creating an emotional hook in advertising
6. Developing a brand and marketing campaign for a global market
7. Using and selecting color for the global market
8. Introduction to long publication design: book and magazine design and layout techniques
9. How to sell the story: book jacket design
10. Design magazine layouts that appeal to specific target audiences
11. Techniques for developing magazine covers and 2-page spreads
12. Magazine design for the bilingual market

13. "Green" design techniques: creating environmentally-conscious materials
14. Exploring the exploitation of gender, age and sexual orientation in advertising

Assignment:

1. Book jacket and interior page design for a book dealing with a foreign author or subject
2. Magazine spread with an editorial focus
3. Poster promoting a contemporary cause with an emotional hook
4. Advertisement layouts that target both English and Spanish speaking audiences
5. Group project to develop branding and marketing materials for a global company
6. Reading assignments, 20 to 40 pages weekly

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.	Writing 0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Leading class discussions about reading material. Presentations of projects to class.	Problem solving 20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Projects: book jackets and interior, magazine spreads, poster, advertisement layouts, group branding project.	Skill Demonstrations 50 - 60%

Exams: All forms of formal testing, other than skill performance exams.

None	Exams 0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation in critiques, participation in the group project.	Other Category 10 - 20%

Representative Textbooks and Materials:
Design Issues : How Graphic Design Informs Society, edited by D.K. Holland, New York: Allworth Press, 2001 (classic in field).