GD 54 Course Outline as of Fall 2010

CATALOG INFORMATION

Dept and Nbr: GD 54 Title: BEG PG LAYOUT & AD DESIG
Full Title: Beginning Page Layout and Advertising Design
Last Reviewed: 9/14/2020

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:
This course focuses on effective design techniques for page layout and advertising. Students will use industry-standard page layout and photo manipulation software to develop creative solutions to a variety of design situations including: resumes, advertisements, multi-page newsletters and forms. (Formerly taught as APGR 52B)

Prerequisites/Corequisites:
Course Completion of CS 72.11A and CS 70.11A and GD 51; OR Course Completion of APGR 51A

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This course focuses on effective design techniques for page layout and advertising. Students will use industry-standard page layout and photo manipulation software to develop creative solutions to a variety of design situations including: resumes, advertisements, multi-page newsletters and forms. (Formerly taught as APGR 52B) (Grade Only)

Prerequisites/Corequisites: Course Completion of CS 72.11A and CS 70.11A and GD 51; OR Course Completion of APGR 51A
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:	Fall 2010	Inactive:	
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of the course, students will be able to:
1. Use design techniques and principles to create successful page layouts.
2. Apply the rules of advertisement design to produce an eye-catching print advertisement according to media kit specifications.
3. Produce multi-page layouts that are structured, organized and visually interesting.
4. Create an effective multi-page layout using a column grid structure that incorporates text and illustrations in a multi-column format and apply design principles, text refinements and visual interest techniques to it.
5. Create complex forms using rules and shading that are visually attractive and easy to understand.

Topics and Scope:

1. Using page layout design concepts
   a. Contrast
   b. Alignment
   c. Proximity
   d. Repetition to create effective designs.
2. Establishing hierarchy in content to enhance visual communication
3. Using white space to define relationships and establish visual groups
4. Using creative design and layout strategies to communicate an impression
   a. Writing effective resumes
   b. Designing innovative resumes
5. Introduction to advertisement design
   a. Standards

b. Layout techniques
c. Branding
d. Campaigns
e. Placement
6. Downloading and utilizing media kits to establish layout and design criteria.
7. Hierarchy in advertisement design
a. Headline
b. Subhead
c. Body copy
8. Creating dynamic typographic headlines and readable content in advertisements
9. Selecting, manipulating and cropping images for advertisement design
10. Combining images and type to reinforce a message in print advertisements
11. Working with text and images to create a single page layout
12. Functional design: how to create attractive, easy-to-read forms
13. Introduction to newsletter design: anatomy of a newsletter
14. Grid theory
a. Exploration of grid and column structures
b. Applications to text and image layout.
15. Page layout concepts for multi-page documents: design techniques for effective newsletters
16. Newsletter design components: adding visual interest and organization to multi-page documents
17. Readability, text refinements and proofreading for newsletters
18. Newsletter design
a. Selecting, importing and integrating images
b. Integrating photos into a newsletter design
19. Developing a theme for a newsletter by using repetition
20. Using master pages and style sheets to create consistency and unity in multi-page documents
21. Creating duotones and importing them into a multi-page design
22. Creating electronic PDF newsletters for distribution on the web

Assignment:

1. Creative one-page résumé
2. Newspaper or magazine advertisement
3. Annual report page design and accompanying form
4. Four-page newsletter with masthead and mailer
5. A design journal illustrating examples of advertisement design, multi-page designs, visual interest techniques (borders, page number designs, separators, lines, drop capitals, end caps, dividers, dingbats), forms, image/text integration, strong typographic headlines, readable text type, image wraparound design or text shape, newsletter mastheads, column layouts
6. Midterm and final exam, some objective, some short answer.

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.

Creating design solutions for resume, newspaper and magazine advertisement, annual report page and newsletter.	Problem solving 20 - 40%

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

Using the software, typography standards, and other production skills to create professional comprehensives of resume, newspaper and magazine advertisement, annual report page, form, and newsletter.	Skill Demonstrations 20 - 40%

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

Objective tests and problem solving.	Exams 10 - 25%

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

Class participation in discussion and critiques	Other Category 0 - 15%

Representative Textbooks and Materials:
Basics of Design: Layout and Typography for Beginners, Graham, Lisa. Cengage Learning: 2001 (classic)