GD 54 Course Outline as of Fall 2014

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	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00   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: business systems, advertisements, brochures, and multi-page newsletters.

Prerequisites/Corequisites:
Course Completion or Current Enrollment in CS 72.11A and GD 51

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: business systems, advertisements, brochures, and multi-page newsletters. (Grade Only)
Prerequisites/Corequisites: Course Completion or Current Enrollment in CS 72.11A and GD 51

Recommended:
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

			Effective:	Inactive:
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

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Create layout solutions by applying design techniques and principles.
2. Utilize grid structure and page design conventions to create effective layouts for multi-page documents.
3. Solve basic design problems related to advertising layout by applying advertising guidelines and design principles.

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.

Topics and Scope:

1. Using page layout design concepts to create effective designs
    a. Contrast
    b. Alignment
    c. Proximity
    d. Repetition
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

a. To communicate an impression

b..To develop a successful business system

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. Introduction to newsletter design: anatomy of a newsletter

13. Grid theory

   a. Exploration of grid and column structures

   b. Applications to text and image layout

14. Page layout concepts for multi-page documents: design techniques for effective newsletters

15. Newsletter design components: adding visual interest and organization to multi-page documents

16. Readability, text refinements and proofreading for newsletters

17. Newsletter design

   a. Selecting, importing and integrating images

   b. Integrating photos into a newsletter design

18. Developing a theme for a newsletter by using repetition

19. Using master pages and style sheets to create consistency and unity in multi-page documents

20. Creating duotones and importing them into a multi-page design

21. Creating electronic Portable Document File (PDF) newsletters for distribution on the web

Assignment:

1. 3-6 quizzes and final exam

2. Using the software, typography standards, and other production skills to create professional looking designs for:

   a. Creative business system with logo

   b. Newspaper or magazine advertisement

   c. Trifold brochure

   d. Four-page newsletter with masthead and mailer

   e. An online 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

3. Group discussion and critique of student designs

4. 10-15 pages per week of reading

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 business systems, magazine advertisement, trifold brochure and 4-page newsletter.

Problem solving 20 - 40%

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

Business system, magazine advertisement, tri-fold brochure, 4-page newsletter and online design journal

Skill Demonstrations 25 - 45%

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

3-6 quizzes and final exam

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:
Graphic Designer's Essential Reference: Visual Elements, Techniques, and Layout Strategies for Busy Designers. Samara, Timothy. Rockport Publishers: 2011.