GD 54 Course Outline as of Fall 2021

CATALOG INFORMATION

Dept and Nbr: GD 54   Title: LAYOUT AND DESIGN
Full Title: Principles of Layout and 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 or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
This course focuses on the concept of layout design through project based learning. Topics covered include the design of: advertisements, editorial layouts, books, and digital publications. Students will learn to apply design principles to create effective layouts while using industry standard technology.

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 the concept of layout design through project based learning. Topics covered include the design of: advertisements, editorial layouts, books, and digital publications. Students will learn to apply design principles to create effective layouts while using industry standard technology. (Grade or P/NP)
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 single and multi-page documents
3. Create effective physical/digital publication and marketing materials

Objectives:
At the conclusion of this course, the student should be able to:
1. Use design techniques and principles to create successful page layouts
2. Produce single and multi-page layouts that are structured, organized and visually effective
3. Create digital publications with and without interactions
4. Solve design problems related to editorial design, both print and digital
5. Resolve pre-flight errors while preparing documents for the vendor

Topics and Scope:

I. Using Page Layout Design Concepts to Create Effective Designs
   A. Hierarchy
   B. White space
   C. Layout techniques
   D. Grid
      1. Exploration of grid and column structures
      2. Applications to text and image layout
II. Page Elements
   A. Headlines
   B. Sub-headlines
   C. Handling body copy

Assignment:

1. 1-16 quiz(zes)/exam(s)
2. Class participation and critiques and/or evaluation of existing designs, designs created by peers, and their own work
3. Design for print and/or digital based publications, such as:
   a. Designing a book under any genre of the instructors choice
   b. Designing a newsletter/blog under any genre of the instructors choice
   c. Designing a magazine spread/page/mini zine/entrie publication under any genre of the instructors choice
   d. Design of a digital publication and/or electronic book
   e. Design on an interactive publication
4. 1-16 pages of weekly 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.

None	Problem solving 0 - 0%

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

Design for print and/or digital based publications	Skill Demonstrations 40 - 90%

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

Quiz(zes)/exam(s)	Exams 0 - 30%

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

Class participation and critiques and/or evaluations	Other Category 10 - 30%

Representative Textbooks and Materials:
Instructor prepared materials