

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:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 2010	Inactive:
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UC Transfer:		Effective:		Inactive:
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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.