

**GD 54 Course Outline as of Fall 2014****CATALOG INFORMATION**

Dept and Nbr: GD 54 Title: BEG PG LAYOUT &amp; 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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
---------------	----------------------	------------	-----------

<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2010	Inactive:
----------------------	--------------	------------	-----------	-----------

<b>UC Transfer:</b>		Effective:		Inactive:
---------------------	--	------------	--	-----------

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

**Student Learning Outcomes:**

Upon completion of the course, students will 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.