ART 50B Course Outline as of Fall 1981

CATALOG INFORMATION

Dept and Nbr: ART 50B   Title: COMPU AIDED LAYOUT
Full Title: Computer Aided Layout Design
Last Reviewed: 2/24/1997

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	1.00	Lab Scheduled	4.00	4	Lab Scheduled	70.00
		Contact DHR	0		Contact DHR	0
		Contact Total	6.00		Contact Total	105.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00   Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 08 - May Be Taken for a Total of 6 Units
Also Listed As:
Formerly:

Catalog Description:
Use of the computer as a tool to explore creative layout design. Problems dealing with the aesthetic and functional concerns of typography in the layout and design of the printed page. Design projects involving the visual organization of text, graphic elements and pictorial images in ads, newsletters and posters. Introduction of the grid system for page layout.

Prerequisites/Corequisites:

Recommended Preparation:
Art 18 or 50A or 51.1

Limits on Enrollment:

Schedule of Classes Information:
Description: Use of the computer as a tool to explore creative layout design. Problems dealing with aesthetic & functional concerns of typography in layout & design of the printed page. Design projects involving visual organization of text, graphic elements & pictorial images in ads, newsletters & posters. Intro of the grid system for page layout. (Grade or P/NP)
Prerequisites/Corequisites:

Recommended: Art 18 or 50A or 51.1
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: May Be Taken for a Total of 6 Units

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 1981	Inactive:	Fall 2010
UC Transfer:		Effective:	Inactive:	

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
1. Create original designs that investigate various concepts of typography and layout.
2. Develop a basic understanding of the Macintosh computer.
3. Explore the possibilities of the computer as an important tool for creative typography and layout design.
4. Become familiar with software specifically intended for designers including paint, draw and page layout programs.
5. Gain an understanding and appreciation of good layout design principles.
6. Refine design skills and the ability to think creatively.
7. Use digital scanners, video media, photocopy machines and laser printers to produce page layouts.

Topics and Scope:

1. Introduction to operating the Macintosh computer.
2. Using graphics (paint and draw) programs and understanding their differences.
3. Comparing laserfonts to bit-mapped fonts.
4. Combining fonts, serif vs sans serif fonts.
5. Formatting blocks of text.
6. Sizing and fitting type, text wrap around a graphic.
7. Using columns, margin guides, tabs, and indents.
8. Using leading and kerning to improve design.
9. Use of rules, boxes, screens, reverses, dingbats.
10. Use a digital scanner to record line art for use in a series of layouts.

11. Use sophisticated PostScript programs to create text in a circle
    or curved path.
12. Aesthetics of white space.
13. Page layout variations - design within limitations.
14. Historical overview - classical to modern.
15. Design of logos, mastheads.
16. Use of the grid system for page layout.
17. Explore various printed formats including the poster/broadside,
    book, and three-dimensional graphic structure.
18. Use of the photocopy machine as a camera and printing device.
19. Use color computers and appropriate software to create graphics.

Assignment:

1. Create a logotype in both paint and draw programs to discover
    advantages and limits of the various software.
2. Explore a variety of ways to format a single block text - alignment,
    leading, font, style, etc.
3. Explore the use of dropped initials within a paragraph of body text.
4. Create three ad layout variations using the same copym working with
    increased typographic complexity and effective use of white space.
5. Design a newsletter using the grid system.
6. Design a nameplate or masthead for the newsletter.
7. Create a set of layouts which reflect the typographic characteristics
    of three distinctive historic styles: classical, industrial
    revolution, and modernism.
8. Design a business order form using a half sheet format.
9. Design a menu combining text and graphics investigating the use of
    color and unusual papers.
10. Design a poste/broadside in the tabloid format with an emphasis
    on a creative typographic solutions and investigating hand coloring,
    color foiling, color copiers, etc.
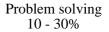
Methods of Evaluation/Basis of Grade:

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 problem solving assessments and 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.

Homework problems	Problem solving 10 - 30%

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

Class performances	Skill Demonstrations 10 - 30%

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

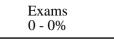| None	Exams 0 - 0%

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

A PORTFOLIO OF COMPLETED WORK WILL BE MAJOR BASIS FOR COURSE GRADE. ATTENDANCE, EFFORT, GROWTH, AND CLASS PARTICIPATION	Other Category 80 - 100%

Representative Textbooks and Materials:
USING PAGEMAKER by Kramer and Parker.