

Common Course Outline
CGVC 202
Design and Layout II
3 Semester Hours

The Community College of Baltimore County

Description

Design and Layout II

Continues skills learned in CGVC 123 and introduces advanced layout techniques using software such as QuarkXPress®; explores current trends in graphic design and examines presentation software used to produce informative screen presentations on contemporary designers.

3 credits: 2 lecture hours and 2 laboratory hours per week.

Prerequisite: CGVC 123 or permission of program coordinator

Overall Course Objectives

Upon successful completion of the course the student should be able to:

1. Explore creative design solutions while using advanced techniques such as master pages, style sheets, spot and process color separations
2. Continue to verbally identify and employ the concepts of contrast, repetition, alignment and proximity in designing layouts for printed publication.
3. Continue to use research, thumbnails, rough comprehensives and finished comprehensives as part of the design process.
4. Analyze and select type with an awareness of connotations and implied meanings.
5. Recognize and employ effective type combinations for legibility and aesthetic effect.
6. Recognize and use various grids to establish layout structure in master pages.
7. Consciously design white space to effectively convey meaning.
8. Integrate word and image for effective communication.
9. Understand printing methods, spot vs. CMYK color, color separation, Truetype vs. Postscript fonts, gathering fonts and images for output.
10. Recognize and use various methods of using color economically and for aesthetic effect.
11. Develop an eye for excellence in typography and critical skills in verbally evaluating the effectiveness of design and layout.
12. Identify existing layout structures in multiple page, and multi-screen documents.

13. Use master pages in multiple page documents.
14. Use style sheets in formatting text.
15. Explore custom layout formats.
16. Develop an awareness of contemporary trends in layout and typography.
17. Explore art and graphic design history to understand the continuing impact of 20th century modernism on graphic design.
18. Nurture a life-long habit of observing and recording reactions to visual stimuli.
19. Become expert in using production techniques in the current industry standard digital page assembly program, QuarkXPress.

Major Topics

Creative Production Assignments

projects for the course will be a series of narrowly focused design production problems aimed at sharpening a student's understanding of the underlying principles of design and layout. All projects for the course demand "market research" on the part of the student. Every project will begin with research, then thumbnails, roughs, and finally a comprehensive.

Resource/Reaction File of Layout Examples

The purpose of the file is to create a resource of outstanding examples of layout and design from which you can draw inspiration. Finding these will also encourage your close examination of printed materials. We will also use these examples as the basis for class discussions. The file will contain the examples specific to semester assignments:

Portfolio

At the end of the semester a complete portfolio will be presented to the instructor by the student for grading. This will include all projects done for this course during this semester and any revisions of projects. It will be evaluated and graded in the same manner as individual projects, but, with these additional considerations:

1. Are all projects completed and included as part of the final portfolio.
2. Have projects been revised to reflect knowledge gained during critique or evaluation sheets.
3. Does the work exhibit a progressive understanding and proficiency when related to course objectives. Is student growth from pursuing this course of study evident.
4. Is the portfolio presented in a neat, clean, well-organized way.

5. Are the aesthetic taste, technical skills, and conceptual thinking which were included in this course reflected in the work.

Course Requirements

1. Complete all assignments in a manner that is clean, neat, well presented, and tasteful.
2. Come to class on time and hand in all projects when they are due. Any work handed in late will receive a lower grade, unless an extenuating circumstance is allowed by the instructor.
3. Take responsibility for finding out about missed assignments. Take a classmate's phone number down. Follow the syllabus and handouts.
4. Read all textbook assignments and handouts in the week they are assigned.
5. Revise any assignment as required. Revision is a necessary part of the learning process for this course. When revisions are required, they will be part of the grade for the assignment.
6. Bring supplies and equipment to class each session and work in class on their projects.
7. Keep copies of their work. Since there is no guarantee for the safe travel of an assignment and no way to determine the fate of a missing one, the burden is on the student to keep a backup copy on removable media.
8. Maintain a digital folder of all projects, to be collected by the instructor for assessing the final grade.
9. Abide by the Code of Conduct set forth in the college catalog (College Regulations, Section Four).

Other Course Information

CGVC 202 is a required course for the Computer Graphics and Visual Communication Publication Design degree options and certificates.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in growth in knowledge, attitudes, and skills necessary to function successfully as a transfer student, in a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending classes, completing all homework and other assignments, participating in class activities and preparing for tests.

We take seriously our responsibility to maintain high-quality programs and will periodically ask you to participate in assessment activities to determine whether our students are attaining the knowledge, attitudes and skills appropriate to various courses and programs. The assessment activities may take many different forms such as surveys, standardized or faculty-developed tests, discussion groups or portfolio evaluations. We ask that you take these activities seriously so that we can obtain valid data to use for the continuous improvement of CCBC's courses and programs.