

Common Course Outline

ARTD 144

Design and Layout I

3 Semester Hours

The Community College of Baltimore County

Description

ARTD 144 – 3 Credits – Design and Layout I focuses on design using the appropriate software for organization and placement of design assets within print layouts; survey topics include Gestalt principles, creative concepts, type specification, grid construction and destruction, color separation, history of layout design, copyright issues, and working with printers.

3 credits; 2 lecture hours per week; 3 laboratory hours per week

Prerequisite: ARTD 116 and ARTD 140 or consent of the program coordinator

Overall Course Objectives

Upon completion of this course the student will be able to:

1. use research, thumbnails, rough comprehensives, and finished comprehensives as part of the design process;
2. identify type elements, characteristics, and basic groups;
3. become aware of type connotations and implied meanings;
4. recognize and employ effective type combinations;
5. specify type for legibility and aesthetic effect;
6. recognize, construct, and use various grid structures to establish layout structure;
7. recognize and make use of symmetrical and asymmetrical layouts;
8. identify and employ Gestalt organizational principles in designing layouts for printed publications;
9. effectively use white space to convey meaning and enhance form;
10. distinguish between printing methods including spot versus process color, color separation, and TrueType versus PostScript fonts;
11. properly scan, crop, resize, and import artwork and photographs;
12. recognize excellent use of typography and have developed critical skills in evaluating the effectiveness of type in design and layout strategies;
13. identify existing layout structures in single and multi-page documents;
14. locate print and electronic resources that aid in the production of interesting design solutions;
15. recognize copyright issues for designers; and
16. exhibit proficiency in using an industry standard digital page assembly application to create packaged, press-ready documents.

Major Topics

- I. Basics of the Design Process

- a. Research
- b. Thumbnails
- c. Rough comprehensives
- d. Finished comprehensives
- II. Type elements, characteristics, and basic groups
 - a. Connotations and implied meanings
 - b. Basic settings
 - 1. Leading
 - 2. Tracking
 - 3. Kerning
 - 4. Alignments
- III. Symmetrical and Asymmetrical Layouts
 - a. Identifying the picture plane
 - b. Balance as contrast
- IV. Production Methods for Layout Assets
 - a. Resolution considerations
 - b. Scanning
 - c. Cropping
 - d. Resizing
 - e. Importing photographs and artwork
- V. Grid Structures
 - a. Construction of basic grid forms
 - b. Breaking grid structures to create organic form within layouts
- VI. Use of White Space
 - a. Enhancing structure and form
 - b. Developing logical flow and contrast
- VII. Resources for Graphic Designers
 - a. Printed publications
 - b. Electronic resources
 - c. Stock imagery
- VIII. Copyright Issues
 - a. Ownership and branding
 - b. Photo releases
- IX. Gestalt Principles
 - a. Contrast
 - b. Alignment
 - c. Repetition
 - d. Proximity
 - e. Closure
- X. Output
 - a. Packaging assets
 - b. Color separations
 - c. Spot versus process color
 - d. Formats for output
- XI. Critical Methods for Analyzing Print Design
 - a. Critiquing work for effectiveness
 - b. Writing about design
 - c. Presenting your layouts to an audience

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- A final written exam
- Three to four major projects
- Six to eight in-class and/or take home exercises
- A brief written report on current copyright policies for artists and designers

Other Course Information

This course is taught in a computerized environment.

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

Revised: 02/13