COURSE OUTLINE

Course Number	Course Title	Credits
ADV210	**Typography II: Publication Design**	**3**

Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
1 lecture/4 studio hrs	**N/A**	**Spring 2022**

Catalog description:

Advanced study of the use of type as it relates to graphic communication and publication design using Macintosh electronic publishing technology. Students use page layout software that integrates text and graphics for a variety of projects.

General Education Category:
Not GenEd

Course coordinator:
Tina LaPlaca, Professor, Coordinator Advertising + Graphic Design and Illustration
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Required texts & Other materials:
- Design Process Sketchbook 9" x 12"
- Notebook and folder
- Storage Space/Flash Drive

Course Student Learning Outcomes (SLO):
Upon successful completion of this course the student will be able to:
1. Demonstrate design proficiency on the computer to graphically express a concept, specifically the development of ideas for publication design. [Supports ILG # 1 & 4; PLO # 1 – 5]
2. Create design compositions based on the principles of color, design, balance and typography successfully to assigned projects. [Supports ILG # 4; PLO # 1 – 5]
3. Demonstrate an understanding of working with typography, the recognition of type styles, the importance of type measurement and its selection for the proper impression. [Supports ILG #4; PLO # 1 & 2]
4. Design a comprehensive in a professional manner using typography, illustrations and photographs copyright free or original. [Supports ILG # 4; PLO # 4, 5 & 6]
5. Understand and use correctly the vocabulary connected with the graphic design professions. [Supports ILG # 1 & 6; PLO # 6]
6. Develop a sense of aesthetics, taste and proportion in relating the elements of a typographical design. [Supports ILG # 1 & 6; PLO # 4 & 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.
Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
Institutional Learning Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Program Learning Outcomes for Advertising + Graphic Design program (PLOs)

1. Apply computers applications to design principles;
2. Visualize and practice professional typography;
3. Design and present professional-quality work;
4. Create professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
5. Create web pages that use design principles that communicate effectively;
6. Develop and present creative ideas in both written and oral formats;
7. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I   **Designing Publication Layouts** [Supports Course SLO # 1 –6]
The student will be able to…
1.   Create page layouts using specific software for their designs
2.   Analyze various printed collateral for structure and grid
3.   Review the basic drawing tools and text tools
4.   Create and modify text in layouts using software
5.   Modify vector graphics using selection tools
6.   Design and conceptualize a layout from the beginning through to comprehensive stage
7.   Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit II   **Publication Layout Hierarchy** [Supports Course SLOs # 1 - 6]
The student will be able to…
1.   Identify and discuss the importance of type selection to the message
2.   Create publication layout design for a specific topic
3.   Explore the use of type as a compositional element
4.   Analyze various newsletter designs by professionals
5.   Create type style hierarchy tags in page layout software
6.   Analyze the differences between photography and illustration their effectiveness
7.   Identify key components to editorial newsletter design
8.   Organize a layout with typography, photographs and artwork
9.   Review printing standards from Pantone to CMYK
10. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit III   **Magazine Design and e-Publications** [Supports Course SLOs #1 –6]
The student will be able to…
1. Identify the components of a magazine layout
2. Analyze top magazine designs
3. Modify an existing magazine layout with a new make-over
4. Review CMYK printing
5. Organize content for the magazine within a grid structure
6. Identify the use of proper imagery to support content within the publication's design
7. Discuss differences between photography and illustration their effectiveness
8. Review copyright usage of imagery
9. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit IV   **Other Publication Collateral** [Supports Course SLOs # 1 – 6]
The student will be able to…
1. Evaluate various publications such as brochures, menus and sales promotional collateral
2. Discuss type readability in formats
3. Create and modify text in a layout using page software
4. Control the typography to conform to the layout using software
5. Organize a menu layout with typography, photographs and artwork
6. Review of various printing techniques
7. Review of paper selection process and various weights/textures and color options
8. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practices

Evaluation of student learning: [Evaluates SLOs # 1 – 6]
Achievement of the course objectives will be evaluated by the following tools:
• Assignments and class exercises to be done at home and uploaded for review by instructor.
• Participation and attendance in class exercises and class critiques.
• Class critique presentations and participation.

Evaluation Tools	% of Grade
Attendance of lectures and presentations, participation with class discussions, creative exercises and project critiques	20%
Project 1: Designing Publication Layouts	20%
Project 2: Publication Layout Hierarchy	20%
Project 3: Magazine Design and e-Publications	20%
Project 4: Other Publication Collateral	20%
Total	**100%**