



COURSE OUTLINE

Course Number ADV 210	Course Title Typography II: Publication Design	Credits 3
Hours: lecture/Lab/Other 1 lecture/4 studio hours	Co- or Pre-requisite N/A	Implementation sem/year Spring 2020

Catalog description:

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

Required texts/other materials:

- Optional Text: Exploring Adobe InDesign CS6, Rydberg, 2017
ISBN-13: 978-1-133-693284
- USB Flash Drive: 16GB
- Design Process Sketchbook 9" x 12"
- Notebook and folder

Revision date:

Spring 2020

Course coordinator:

Tina LaPlaca, e-mail: laplacat@mccc.edu, 609-570-3356

Information resources:

- Exploring Adobe InDesign CS6, Terry Rydberg
- Thinking With Type by Ellen Lupton, 2e (*Optional*)
- Adobe InDesign Cloud software available in classroom/lab
- Lynda.com tutorials as needed
- Videos, DVDs, CDs, etc as available
- Digital files from the instructor's files
- Text(s) on Reserve in College Library

Other learning resources:

- Open Lab Hours

Course Goals:

Upon successful completion of the 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.
(ILGs 1, 4 & 6)
2. Create design compositions based on the principles of color, design, balance and typography successfully to assigned projects.
(ILGs 4 & 6)
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.
(ILGs 4 & 6)
4. Design a comprehensive in a professional manner using typography, illustrations and photographs.
(ILGs 4 & 6)
5. Understand and use correctly the vocabulary connected with the profession.
(ILGs 1, 4 & 6)
6. Develop a sense of aesthetics, taste and proportion in relating the elements of a typographical design.
(ILGs 1, 4 & 6)

ILGs / General Education Knowledge Goals

Goal 1. Communication. Students will communicate effectively in both speech and writing.

Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

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.

Goal 8. Diversity. Students will understand the importance of a global perspective and culturally diverse peoples.

Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.

Units of study in detail.

Unit I **Designing Using Page Layout Software**

The student will be able to:

- Create page layouts using specific software for their designs
(CGs 2, 4 & 6)
- Analyze various printed collateral for structure and grid
(CGs 5)
- Review the basic drawing tools and text tools
(CGs 1 & 3)
- Create and modify text
(CGs 2, 4 & 6)
- Modify vector graphics using selection tools
(CGs 2, 4 & 6)
- Create a b/w all type designed layout using software commands
(CGs 2, 4 & 6)
- Design and conceptualize a layout from the beginning through to comprehensive stage
(CGs 1, 2, 3, & 4)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 5)

Unit II Publication Layout Hierarchy

The student will be able to:

- Identify and discuss the importance of type selection to the message
(CG 5)
- Create newsletter layout design for a specific topic
(CGs 2, 3, 4 & 6)
- Explore the use of type as a compositional element
(CGs 1, 2 & 4)
- Analyze newsletter designs by top designers
(CGs 1 & 5)
- Create type style hierarchy tags in page layout software
(CGs 2 & 4)
- Analyze the differences between photography and illustration their effectiveness
(CGs 5)
- Identify key components to editorial newsletter design
(Course Competencies 3 & 5)
- Organize a layout with typography, photographs and artwork
(CGs 1 & 2)
- Review printing standards from Pantone to CMYK
(CG 5)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 5)

Unit III Other Publication Collateral

The student will be able to:

- Evaluate various publications such as brochures, menus and sales literature
(CG 5)
- Discuss type readability in formats
(CGs 1 & 5)
- Create and modify text in a layout using page software
(CGs 2, 3 & 4)
- Control the typography to conform to the layout using software
(CGs 2, 3 & 4)
- Organize a menu layout with typography, photographs and artwork
(CGs 1, 2 & 4)
- Review printing techniques
(CG 5)
- Review paper selection process and various weights/textures and color options
(CG 5)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 5)

Unit IV Magazine Design

The student will be able to:

- Identify the components of a magazine layout
(CGs 3 & 5)
- Analyze top magazine designs
(CGs 3 & 5)
- Modify an existing magazine layout with a new make-over
(CGs 2, 3 & 6)
- Review CMYK printing
(CG 5)
- Organize content for the magazine within a grid structure
(CGs 2, 4 & 6)

- Identify the use of proper imagery to support content within the publication's design (CGs 1 & 3)
- Discuss differences between photography and illustration their effectiveness (CG 5)
- Review copyright usage of imagery (CG 5)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice (CGs 1 & 5)

Evaluation of student learning:

Instructional modes to be used are: Integrated lecture and laboratory, studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, and discussions and critiques of student work.

Lectures are often accompanied by demonstrations of techniques and examples of printed materials that cannot be repeated for individuals. The student is responsible for participating in classroom discussions and critiques of student work by including his or her work to that being discussed and evaluated. In this way the students learn the terms used in the field for which they are preparing. Diligent practice on assignments is essential to develop the skills required. Practice, in class lab and at home, will generally be visible in the work produced.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor). The specific weight of each project is shown in the grade breakdown chart in this section.

Values of quality, aesthetics, etc., are based upon the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade.

The grade of "A" will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

Critiques

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs' strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

Project Values/ Grade Breakdown

The final course grade is based on project outcomes, exercises, test scores, adherence to project due dates, and attendance. Assignments and quizzes are based upon the following considerations:	
Attendance of lectures and presentations, participation with class discussions and critiques.	(10%)
Project 1	(20%)
Project 2	(20%)
Project 3	(20%)
Project 4	(20%)
Class Software Exercises	(10%)

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity -- the honest, fair and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student Handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).

Special Needs Accommodations:

Mercer County Community College is committed to ensuring the full participation of all students in all activities and programs. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA or Section 504 of the Rehabilitation Act of 1973. Please contact Arlene Stinson in LB221 (stinsona@mccc.edu) (609)570-3525 for information regarding academic accommodations and additional support services.