Course Description

Employing typographic and imaging skills, students will strive to create effective page layouts for print design. Conceptual and professional production skills will be emphasized utilizing current layout software.

Prerequisites: none
Co-requisite: ART 79 or departmental permission

Course Materials

Blackboard/ePortfolio Class Site

Course Learning Outcomes

1. Show intermediate skills in the use of industry-standard page layout software in the creation of various single and multi-page documents.
2. Apply typographic principles, such as measurement, optical adjustment, hierarchy, legibility, and content organization in the successful integration of type into layouts and designs.
3. Demonstrate intermediate skill in the use of type as an expressive component in visual communications.
4. Use appropriate color systems as they apply to print and web-based materials.
5. Demonstrate intermediate skill in the organization and emphasis of information using type.
6. Demonstrate intermediate skill in sketching, analysis, and problem solving in the creation of effective visual communications.
7. Demonstrate effective time management and organizational skills in the creation of multi-page layouts and other print collateral.

Course Grade and Attendance Policy

It is crucial that you attend every class. Excessive absence or lateness may result in lowering of grade. Students must complete all class work and meet all assignment deadlines.

Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Projects 70%

General Education Goal

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.