

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 129 – PAGE LAYOUT

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description

This course emphasizes the aesthetic and functional organization of text, charts, graphs, line art, illustrations and photos in multiple page documents for print and electronic applications. Uses traditional and digital processes to develop creative thumbnails, roughs, and comprehensive layouts. Emphasis is on preparing text and images for electronic pre-press and for selecting printing options as well as for ebook and electronic publishing. Students will develop work for a professional portfolio.

Prerequisite

Understanding and experience with digital image types and composition.

Recommended Preparation

“C” grade or higher or “Pass” in GD 110 or equivalent

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Comprehension of the relationship of graphic designer to client and meeting the needs of clients.
- 2) Ability to manipulate photographs (raster images) to the proper resolution and format for print.
- 3) Skill to use basic illustration techniques of vector graphics.
- 4) Knowledge of creative problem-solving techniques to develop functional solutions to graphic design problems.
- 5) Basic understanding of type for selecting appropriate fonts, adjusting size, letter spacing (kerning), and leading.
- 6) Choose and efficiently use computer software formats appropriate for a specific task.
- 7) Adherence to the copyright law for imported images.
- 8) Preparation to format work for a graphic design portfolio.

Course Content

- 1) Apply fundamental design concepts to create effectiveness and aesthetics of multiple page layouts
- 2) Use the principles of design for effective communication through print and electronic mediums.
- 3) Establish continuity in multiple page layouts and multiple pieces of a mailer
- 4) Apply effective typography to multiple page layouts: proper fonts, sizes, kerning, leading, letter spacing
- 5) Comprehend editorial concepts of page layout: flag, masthead, headline, subhead, body text, picture caption, pull quote, and byline
- 6) Paragraph:
 - a. Tabs and leaders
 - b. Text justified, flush left, flush right, and centered
 - c. Widow and orphan control
 - d. Initial cap, drop cap, text wrap
- 7) Import illustration and photographs into page layouts, scale, crop, and use proper file size and format
- 8) Apply pre-press required elements of bleeds, trim lines, perforation, and registration marks

- 9) Specify appropriate paper for multiple projects:
 - a. Textures and finishes, smooth, wove, laid, linen, laser, coated and uncoated
 - b. Parent size sheets, grains, and basis weight calculated
 - c. Paper weight for book, text, cover, and duplex cover
 - d. Opacity and brightness of coated stock
- 10) Write pre-press specifications for digital files used for commercial printing
- 11) Specify appropriate inks for four-color process (CMYK) spot (PMS) and varnish
- 12) Standard practices for working with printers and client in the responsibility for proofs and press checks
- 13) Use different commercial presses, multi-color, digital, offset, sheet fed, web press, and letter press for foil and emboss
- 14) Create a high quality projects for a portfolio review

Course Objectives

Students will be able to:

- 1) Apply current software and digital tools to create multiple page layouts.
- 2) Create functional and aesthetic design layouts using problem-solving techniques, and principles of design.
- 3) Select effective color schemes and use color modes of process color (CMYK) and spot color (PMS).
- 4) Construct page layouts to meet prepress requirements for digital and offset printing presses.
- 5) Prepare layouts with bleeds, trim lines, perforation, and registration marks to industry standards.
- 6) Demonstrate the knowledge of die cuts, scoring, foiling and embossing techniques.
- 7) Recognize and select various paper colors, textures, and weights for printing on web and offset presses.
- 8) Describe the relationship between graphic designer, client expectation, and print requirements. Adhere to ethical business practices including copyright law.
- 9) Continue development of a graphic design portfolio.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Participation in class discussions on effectiveness of various print methods and formats
- 2) Assignments that evaluate the use of design principles and the design process
- 3) Verbal or written critiques by student of studio projects or designs
- 4) Quizzes examining a student's knowledge of pre-press and editorial terminology
- 5) Portfolio review to evaluate the comprehensive presentation of projects

Special Materials Required of Student

Sketchbook and USB/external drive

Minimum Instructional Facilities

- 1) Computer lab with projection system, current design software, input devices, graphic tablets, printers, scanners, digital cameras
- 2) Lab/studio with large, flat work tables, paper cutter, adhesives, reference sources

Method of Instruction

- 1) Lecture and demonstration
- 2) Analysis of examples of graphic designs
- 3) Assignments
- 4) Individual student conferences
- 5) Student presentations, design exhibitions
- 6) Instructor/student critique

- 7) Research papers
- 8) Field trips

Out-of-Class Assignments

- 1) Reading assignments
- 2) Writing assignments
- 3) Short research assignments

Texts and References

- 1) Required (representative example): Samara, Timothy. *Making and Breaking the Grid, Updated and Expanded: A Graphic Design Layout Workshop*. Second Edition, Rockport Publishers, 2017.
- 2) Supplemental: Adobe software reference manuals as needed

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and knowledge to:

- 1) Design various projects that explore a wide range of layout and printing techniques.
- 2) Create aesthetic page layouts using principles of design, appropriate typography, images, and color.
- 3) Select effective color harmonies and match colors using a reference system such as Pantone or Toyo systems.
- 4) Demonstrate setup of page layouts to meet prepress requirements for commercial printing presses.
- 5) Create files for die cuts, scoring, foiling and embossing techniques.
- 6) Recognize and select various papers for printing on web and offset presses.
- 7) Have an understanding of ethical legal business practices including copyright law.
- 8) Continue development of a graphic design portfolio.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Apply industry standard software and digital tools to create multiple page layouts for print and web.
- 2) Create functional, aesthetic and mechanically appropriate design layouts using problem-solving techniques and principles of design.
- 3) Select effective color schemes and use color modes of process color (CMYK), screen color (RGB), and spot color (PMS).
- 4) Recognize and select various paper colors, textures, and weights for printing.