

Course **GD 131 Layout (AA)** <http://www.davidglensmith.com>

Semester Summer 2007

Credits 4

Time Wednesday 5:00 PM to 6:50 PM Room 262A
7:00 PM to 9:50 PM Room 228

Instructor David Glen Smith

Contact dgs_design@yahoo.com (Allow at least 24 hours.)

Office hours Room 217, by appointment

Catalog description This course explores various means of indicating visual elements in page design. The ability to effectively integrate photographs, illustrations, and type is developed using page composition software.

Prerequisite ART 120 Color and Design
GD 141 Typography

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

- Create layouts for print and collateral materials from assigned concepts and production specifications.
- Systematically develop strong, creative layout solutions by means of a cumulative design process.
- Select the visual components (photography, illustration, text blocks, and headline typeface and form) for successful layout.
- Employ effective visual structural systems (grid structures) to produce a cohesive group of ad layouts in a variety of page formats.

Note This class will be taught primarily in InDesign with the exit competencies consisting of fundamental InDesign knowledge, file management, font knowledge, layout principles, and the grid.

Required Text David Dabner, *How to Understand and Use Design and Layout*, 2nd Edition, How Design Books, ISBN: 1-58180-435-0

Equipment Bring all equipment and supplies to class every night.

- 11" x 14" sketch pad for thumbnails and mockup design work
- 11" x 14" pad of tracing paper
- pencils, wide range of markers, erasers, t-square, art tape, rulers, glue stick, x-acto knife
- Pack of CD-RW or an external drive | some projects will require submission of electronic files
- 11" x 17" process folio book
- 5 - 10 scrap magazines for cut and paste projects

Attendance is mandatory. Students are required to stay for the duration of the class.

- Tardiness will be recorded by faculty members in their grade books and may affect student evaluation.
- Students who accumulate 4 absences will be dropped from the course and a grade of “S.” Suspension will be recorded for the course. Students who are suspended receive NO REFUND for the course. In the event students are suspended from a course and they believe an error in recording attendance has been made, they should contact the instructor. Students may appeal a course suspension. Such appeals must be made in writing to the Dean of the school in which the class is taught. Appeals will only be considered when all the absences were beyond the control of the student and all absences are fully documented.
- If a break is given students are expected to return at the end of the break on time.
- If you miss a class, **see me an hour before next lecture/lab** or contact me asap by e-mail. Wednesday afternoon I do not look at my e-mail account. **Do not wait until the last minute before the next class.**
- Likewise **turn off** cell phones, pagers, IM’s, BlackBerry, etc., etc. during lectures.

Class Evaluation and Grading

Midterm / Final grades are a combination of your project grades and class participation. Project evaluations are based on each completed project and will be graded in these four area based on a 20 point system (each of the following is worth 5 points.)

- **Creativity:** How unique is your idea? Are you thinking beyond the obvious answer and have you done research to make this happen? Obvious solutions are average work. Average work equates to a C grade.
- **Process Work:** Thumbnails are an essential part of design creativity. Multiple mockups strengthen the final product. The effort / speed / effectiveness you show in generating a project’s preliminary work are accounted as part of the finished project’s grade. **Hint:** For thumbnails, the amount of work you provide can dramatically sway a grade. Mockup assignments are structured towards *average* output. Therefore, if I ask for ten mockups of an athletic shoe ad, you should provide twenty, or more, to earn an ‘A’.
- **Neatness / Output:** Obviously, your work is a presentation of your skills and your abilities. Organization and presentation all factor into the grading process.
- **Following Directions:** For every project and mockup you will be given guidelines and basic instructions. Utilize handouts as checklists to insure specifications have been followed accurately.

Project Standards

- **Work is due by deadline specified.** No exceptions will be accepted for failure of your service bureau, printer, paper provider. Plan ahead to miss any unexpected delays in production or unforeseen document failures. *Late projects will accepted only with prior arrangement with instructor or acceptable documentation of absence: doctor’s note, funeral notice, etc.*
- **All work will be submitted inside the Process Folios.** Work turned in without showing thumbnails or mockups (in other words the process of project) will result in a “C” for that project before the instructor starts grading the project. Only the final project will be presented mounted on board and flapped; details regarding the specifications will be provided at a later date.
- **No typographical errors!** These will count against you. Spell check everything.

Grade-Evaluation Outline

	Points Earned	Possible Points	
Project #1	_____	20	<p>SCALE:</p> <p>A= 80 - 74</p> <p>B= 73 - 69</p> <p>C= 68 - 62</p> <p>D= 61 - 56</p> <p>F= 55 - 0</p>
Project #2	_____	20	
Project #3	_____	20	
MIDTERM	_____	20	
.....			
Project #4	_____	20	
Project #5	_____	20	A= 120 - 112
			B= 111 - 103
Grand Total Points:	_____	120	C= 102 - 92
			D= 91 - 84
			F= 83 - 0

Creativity (5 pts)

1. Assignment turned in late.
Expected Results.
No attempt of original thought.
Inadequate, poor design.
2. Assignment finished on time.
Expected results; shows
no evidence of trying anything
unusual. Weak design.
3. Assignment is adequate, follows
directions, yet lacks “thinking
outside the box”. Average design.
4. Assignment shows a basis
of a handful of ideas. Issues
were solved in logical manner,
without explanation. Designs
unexpected, positive results.
Use of background material evident.
5. Assignment demonstrated
outstanding creative problem
solutions. Many ideas with unusual
combinations show connections
made with background material.

Neatness/Output (5 pts)

1. Assignment turned in late.
Shows poor craftsmanship.
Careless presentation.
2. Assignment finished on time.
Shows weak presentation. Multiple
areas of carelessness.
3. Assignment turned in on time,
follows directions. Shows average
presentation. Areas of slight
carelessness is evident.
4. Assignment turned in on time,
follows directions and goes beyond
expectations. Above average
presentation. No areas of
carelessness is evident. With a little
more work could be outstanding.
5. Portfolio-ready presentation.

Process Work (5 pts)

1. Assignment turned in late.
Expected number of sketches.
No sense of variety in
thumbnails / mockups.
2. Assignment finished on time.
Expected number of sketches.
A few thumbnails / mockups
show diversity.
3. Assignment turned in on time,
follows directions. Expected number
of sketches. Sketches are
varied, yet lack exploration of
possible alternatives. Average design.
4. Sketches show wide-range
of ideas. Multiple experimentation.
Supplied more than expected
sketches. Use of outside material
or research evident.
5. Numerous sketches and mockups
show unique, personal style. Strong
experiments with outside research
and additional material evident.

Follow Directions (5 pts)

1. Assignment turned in late.
Expected number of sketches.
Expected results.
2. Assignment finished on time.
Expected number of sketches.
Expected results.
3. Assignment turned in on time.
Expected number of sketches.
Results are average. With a little
more time could be above average.
4. Assignment turned in on time.
More than expected number of
sketches. Results are slightly above
average, student went beyond
expectations.
5. Assignment turned in on time.
Multiple sketches. Strong design
work results, evidently above average;
student took assignment above and
beyond expectations.
Portfolio-ready presentation.

FAQ's

What is meant by 'revise and resubmit'?

If a project's grade is C- or lower, I offer a 'revise and resubmit' policy. This gives you a chance to correct fatal errors indicated on the grade sheet. In the process, frequent, common mistakes are eliminated over the course of the class. **The original grade sheet must be turned in with a resubmission.**

Can I make up lab assignments?

These assignments are structured in such a way late work is permissible. However, keep in mind that revising and resubmitting the material will have a shortened time-span. Furthermore, late work should be worked on only AFTER the current project is completed.

What is not an excused absence?

Some students spend all their creative energy finding an excuse for missing a class. If you do not have documented proof for missing a class (such as a doctor's excuse, funeral notice, work order from garage with your name and contact info, warrant from a police officer) then I do not need to know why you missed a class.

The best examples of this type of situation (all of which are authentic):

My mother's pet died and I had to console her.

My car had a flat on the highway. —or— I was stuck in rush hour traffic for three hours.

I had a headache / stomachache / ear infection / surgery, etc. but no doctor's note.

I have to leave class early for work / day care / pickup car, can I turn in the project first thing next class?

No. Be sure to schedule all outside events around school. Do not schedule school around outside events. Your courses should be one of the top priorities on your list.

Can I work at home since I have the programs?

No. I need to see the work as it is completed and the progression of the projects, while you are in class. Projects created outside of the lab will have influences and resources which may interfere with the instruction process.

However, any additional work on a current project or any secondary resources applied to a current project is encouraged. For instance, stock images and clip-art are often re-used and quickly become stale and boring. Utilizing your own digital photos, scans, and illustrations add personality to the page. Building these outside of class will be advantageous to your work later in class.

I prefer one of the other labs. Can I work there instead?

No. I need to see the progression of your projects in the room assigned by the school.

Can I use images taken off the web?

NO! For the first few assignments you will be using supplied stock photos. Aside from copyright issues, the quality of a picture's resolution is an issue. Use your Photoshop and Illustrator skills to develop new graphics for your pages. When the project allows, your own camera-work is permissible, or using hi-resolution images from image sites. They must have a resolution of 300dpi or greater.

WEEK 01

wed. 07.11

- Introduction to class and layout concepts: hierarchy and motion.
 - Introduction to InDesign
 - **project #1:** visual hierarchy and motion
- Folio books due beginning of next class: 5:00pm.*

WEEK 02

wed. 07.18

- Hierarchy with type. InDesign character and text controls.
 - Intro to grid. Layout concepts: font usage, designing primarily with text.
 - **project #2:** typographical half-page ad
- Folio books due beginning of next class: 5:00pm.*

HOMEWORK: Bring to class two different newsletter layouts for discussion.

WEEK 03

wed. 07.25

- Utilizing text and images. Grid theory continued. Newsletter mockup exercises.
- Image control: clipping paths, importing 300-res. tiffs / eps into InDesign.
- **project #3:** two page B/W newsletter, text-heavy with image

WEEK 04

wed. 08.01

- Review for MidTerm. Grid theory continued. Newsletter mockup exercises—part 2.
 - **project #3:** newsletter continued
- Folio books due beginning of next class: 5:00pm.*

HOMEWORK: Bring to class magazine article for redesign project: any subject of your choice. Select images you will utilize. Sketch grid.

WEEK 05

wed. 08.08

- **MidTerm** || Grid theory continued. Double-page spread thumbnails / mockups.
- **project #4:** InDesign control of double-page spread design. Type treatments. Image control.

WEEK 06

wed. 08.15

- Finalized, formal double-page spread mockups.
 - **project #4:**
- Folio books due beginning of next class: 5:00pm.*

HOMEWORK: Bring to class material for final project poster: select images, fonts, and grid.

WEEK 07

wed. 08.22

- Discussion of final project subject and mockups. Type treatments.
- **project #5:** Poster

WEEK 08

wed. 08.29

- Progressive work on Poster.
- More InDesign techniques. Progressive work on Poster.

WEEK 09

wed. 09.05

- Color print out of Poster mounted on board for class discussion.
- **FINAL project with Process Book due.**

The instructor may change projects and schedule; prior notification will be supplied.