

CGVC 123 – Design and Layout 1 CC1

GRADING SHEET

DAYS AND TIMES: MONDAY 9:00-12:50 P.M.

EMAIL: DZOBEL@CCBCMD.EDU

ROOM AND CAMPUS: Q209 E CATONSVILLE CAMPUS

PHONE: 443.840.1026 (E) 443. 840. 4643

INSTRUCTOR: DAVID ZOBEL

WEB SITE: HTTP://STUDENT.CCBCMD.EDU/~DZOBEL

OFFICE HOURS: MONDAY: 2-4 (CATONSVILLE Q 303A) THURSDAY: 1-4 (ESSEX J215)

FACEBOOK: DAVE ZOBEL

01 **Course description:** This course focuses on design using the appropriate software for organization and placement of design assets within print layouts; survey topics include Gestalt principles, creative concepts, type specification, grid construction and destruction, color separation, history of layout design, copyright issues, and working with printers.

- Three (3) credits • Two (2) lecture and two (2) lab hours per week
- Prerequisite: CGVC 120 and CGVC 121 or consent of the program Coordinator.

02 **Overall Objectives:** CGVC 123 is a required program core course for the Computer Graphics and Visual Communication degree options and certificates. Upon successful completion of CGVC 123 Design and Layout I, the student will be able to:

- 01 Use research and comprehensives as part of the design process
- 02 Identify type elements, characteristics, and basic groups
- 03 Become aware of type connotations and implied meanings
- 04 Recognize and employ effective type combinations
- 05 Learn to spec type for legibility and aesthetic effect
- 06 Recognize, construct, and use various grid structures to establish layout structure
- 07 Recognize and make use of symmetrical and asymmetrical layouts
- 08 Identify and employ Gestalt organizational principles in designing layouts for publications
- 09 Effectively use white space to convey meaning and enhance form
- 10 Understand printing methods including spot versus process color and color separation
- 11 Properly scan, crop, resize, and import artwork and photographs
- 12 Develop critical skills in evaluating the effectiveness of type in design and layout strategies
- 13 Identify existing layout structures in single and multi-page documents
- 14 Identify quality design periodicals
- 15 Locate print and electronic resources that aid in the production of interesting design solutions
- 16 Recognize copyright issues for designers
- 17 Exhibit proficiency in using an industry standard digital page assembly application

03 **Points Possible:**

Flyer Project	100 points (10%)
Poster Project	100 points (10%)
Magazine Spread Project	100 points (10%)
4 Page Brochure Project	100 points (10%)
Student Art Show postcard	150 points (15%)
Step by step Book	200 points (20%)
Participation	100 points (10%)
In-Class Assignments	150 points (15%)
TOTAL POINTS POSSIBLE	1000 points

04 **Grading:** The evaluation of student course work will be based on a rubric, specific for each project, which will be provided to students when the project/exercise is assigned. Projects may be submitted beyond the due date, but will receive a one-letter grade reduction as a penalty. Projects may be resubmitted for re-evaluation at any time during the semester. Projects due within the last week of the class may not be resubmitted.

The scale of grades for official record is:

- A Excellent work (greatly exceeds minimum requirements) 90-100%
- B Good work (exceeds minimum requirements) 80-89%
- C Satisfactory work (meets minimum requirements) 70-79%
- D Poor work (doesn't meet minimum requirements) 60-69%
- F Unsatisfactory work (little to no effort shown) 0-59%

05 **Attendance Policy:** If the student knows they will miss a class session, he or she should make a reasonable effort to contact the instructor in advance. If a student should miss three sessions of class without a legitimate excuse, his or her final grade will be lowered by one letter and he or she must schedule a conference with the instructor to review his or her performance in the course. **four un-excused absences will result in the student being dropped from the course.**

06 **Lateness Policy:** Students should be on time for every class session. The class will begin promptly at the posted time in the CCBC schedule book.

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07 **20 min/in class assignments:** The first 20 minutes of class there will be an in class activity. If you miss the activity you cannot make up the points. Other In class activities (not in the first 20 minutes) will be graded and counted towards your final grade.

08 **General class policies:** Policies will follow those outlined by The Community College of Baltimore County. The following additional policies are unique to this class:

- 01 If you leave class early you forfeit the right to ask for help until the next session.
- 02 If you're absent, it's your responsibility to catch up.
- 03 I reserve the right to show what is on your screen at any time during class.
- 04 Respect your fellow students and the instructor; lack of proper respect will result in dismissal.
- 05 You can email me work for review, but make sure that it's not larger than 3MB in size.
- 06 Don't copy any other person's work; if you do, you fail.
- 07 Back up your work; it's your responsibility.
- 08 Use of the Internet is a privilege, not a right; it can be taken away at any time.
- 09 I reserve the right to show your work to others for academic purposes.

09 **Text and Supplies:** Recommended Text:
Layout Workbook: A Real-World Guide to Building Pages in Graphic Design
By Kristen Cullen, ISBN# 1592533523

Required Supplies:
Removable media of your choice
Sketchbook and drawing media of your choice
Printouts (as necessitated by each exercise/project. Estimate cost for semester: \$20 – \$35)

10 **Calendar:** Specifics such as projects, reading assignments, etc. will be given during each class session.

	Course overview, lab procedures, and Introductions, Brainstorming, Concept, and Inspiration Gathering source material, generating ideas, observation, Intuition, and using the tools
Week 01 (8/31):	
Week 02 (9/07):	NO CLASS
Project 1 due	Week 03 (9/14): Hierarchy, Scale, Orientation, and Position, Printing, trimming and Cutting
	Week 04 (9/21): Contrast, White space, and Tension
Project 2 due	Week 05 (9/28): Typography, Scale, Style, Weight, Typeface selection, Kerning, Tracking, and Leading
	Week 06 (10/05): Typography, Alignment, and Paragraph settings
Project 3 due	Week 07 (10/12): Spreads
	Week 08 (10/19): Texture
	Week 09 (10/26): Proximity, Eye movement, and Repetition
Project 4 due	Week 10 (11/02): Text Graphics
	Week 11 (11/09): Colors
	Week 12 (11/16): Color Combinations
Project 5 due	Week 13 (11/23): Making and Breaking the grid
	Week 14 (11/30): Preparing and printing documents and publications, Creating a Comp, How to talk about your design.
	Week 15 (12/7): Work Day
Project 6 due	Week 16 (12/14): Final presentations LAST DAY TO HAND IN REDO ASSIGNMENTS

11 **Additional note:** The Community College of Baltimore County and the Instructor reserve the right to make adjustments to this syllabus and calendar, with proper notice to students, as dictated by facility need or class progress.