

CGVC 202 – Design and Layout II

INFORMATION

DAYS AND TIMES: TUESDAY 1:00 P.M. – 5:00 P.M.

EMAIL: DZOBEL@CCBCMD.EDU

ROOM AND CAMPUS: J209E CATONSVILLE CAMPUS

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INSTRUCTOR: DAVID ZOBEL

WEB SITE: [HTTP://STUDENT.CCBCMD.EDU/~DZOBEL](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 builds upon the skills learned in builds upon skills learned in CGVC 123, and introduces advanced layout techniques using page layout software. Students will produce a variety of portfolio projects that incorporate the use of master pages, style sheets, spot and process color separations, and custom layout formats. Current trends in graphic design layout and typography will be examined. A trip to a commercial printer will reinforce the production techniques that are required knowledge for today's print designers.

- Three credits • Two lecture hours and two lab hours per week
- Prerequisite : CGVC 123 or permission of program coordinator.

02 Overall Objectives: Upon successful completion of the course the student will be able to:

01. Create layout solutions using efficient techniques such as master pages and style sheets.
02. Identify and describe, both orally and in writing, the concepts of contrast, repetition, alignment and proximity as used in layouts
03. Use research, thumbnails, and rough and finished comprehensives as part of the design process.
04. Recognize and employ effective type combinations controlling legibility, aesthetic effect, and semiotic connotation.
05. Recognize existing layout structures in multi-page documents and use various grid styles to establish layout structure in master pages.
06. Consciously design white space to effectively convey meaning.
07. Integrate word and image for effective communication.
08. Use printing technologies including spot color, CMYK color, color separation, True type vs. Postscript fonts, gathering fonts and images for output.
09. Recognize and use various color strategies economically and aesthetically.
10. Discern and evaluate excellence in design and layout orally and in writing.
11. Track contemporary trends in layout and typography.
12. Expertly use production techniques in an industry-standard page assembly program.
13. Construct and prepare various types of design for production

03 Points Possible:	Company Redesign (12 pg)	150 points (7.5%)
	Self Identity Package (12 pg)	200 points (10%)
	Observation/Transition Brochure (16 pg)	300 points (15%)
	Magazine Redesign (20 pg)	400 points (20%)
	In class activities	150 points (7.5%)
	Design studio days	700 points (35%)
	Participation	100 points (5%)
	TOTAL POINTS POSSIBLE	2,000 points

04 Design Studio Days: These are days that will mimic a day in the life of a graphic design studio. Everyone will start out as an intern and have to work their way up through Jr. Designer, Designer, Sr. Designer, Art Director, Sr. Art Director, to eventually Creative Director. At each stage you will get advantages and more "staff" to work with in order to complete your task. At the end of each class or sometimes during the class you may get promoted to the next level, but be careful if you mess up to much you can also be demoted. The more points you have the more you move your up the design latter.

Each day you will have different tasks that you have to complete ON A DEADLINE, just like in a studio. You will have to use time management to organize your time. Each studio day you will be given goals that need to be accomplished and you will have the whole class time to get it done. (3-3.5 hrs) I will act as your creative director and will approve everything before it is completed and you can move on.

05 In class activities: The in class activities happen in the first 10-45 minutes of class and are graded. If you miss the class or are late you cannot make up the points that are lost. The in class activities will stress pre-press activities, speed in InDesign, critical thinking and conceptual thinking, all of which are important to be a designer.

06 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 (2) 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. (3) unexcused absences will result in the student being dropped from the course..

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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%

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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. If the student is late to four(4) sessions it will count as being absent to 2 sessions and his or her letter grade will be lowered. If the student is late to six(6) sessions it will count as being absent to 3 sessions which will result in being dropped from the course.

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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, it's your responsibility to catch up.
- 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.
- 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.

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Text and Supplies: Required Supplies:
Removable media of your choice, Sketchbook and drawing media of your choice, Printouts (as necessitated by each exercise/project) Estimate of \$60-\$75 for the semester

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

Week 01 (9/01): Introduction to class, syllabus, and projects, expectations, observations, inspiration, intuition, work flow, contemporary design, review of basic design principles

Week 02 (9/08): Pushing the limits of design

Week 03 (9/15): Advanced organizational methods, white space, contemporary design

Project 1 due Week 04 (9/22): Logo and Collateral

Week 05 (9/29): White Space

Week 06 (10/06): Brochure, page sequence and know your Audience

Project 2 due Week 07 (10/13): Editorial design and headline

Week 08 (10/20): **Design Studio Day**

Week 09 (10/27): **Design Studio Day**

Week 10 (11/03): **Design Studio Day**

Project 3 due Week 11 (11/10): **Design Studio Day**

Week 12 (11/17): **Design Studio Day**

Week 13 (11/24): **Design Studio Day**

Week 14 (12/01): **Design Studio Day**

Week 15 (12/08): **Design Studio Day**

Project 4 due Week 16 (12/15): Final Projects are due

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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.