

GRA1203C LAYOUT DESIGN & COPY PREPARATION

Textbooks Required: Graphic Design School: A Foundation Course in the Principles and Practices of Graphic Design, by David Dabner and the Graphics Technology Workbook. (use from previous course or available in the Valencia Bookstores)

Required Supplies:

- External storage device (USB or Firewire device, 256mb minimum suggested)
- CDs or other disks for backup
- Black Illustration or Presentation board for presentations; 3 - 15" x 20" boards should be enough for the semester.
- #2 pencils
- Scissors and/or xcto knife
- White Drawing paper, minimum of 5 sheet and Pad of tracing paper or vellum (9" x 12" or larger suggested) Note: white drawing paper may be used for rough sketches, thus more is needed and in that case tracing paper is not necessary
- Spray Adhesive
- Ruler (18" metal, with both picas and inches, is preferred)
- Kneaded eraser
- Container for supplies
- E-scale (C-Thru GA-96 recommended)
- 1 package index cards
- Post-it note pads, 3 X 3 suggested. Approximately 100 sheets
- 1 - 3-ring notebook style binder
- 3-ring plastic pocket sheets (approximately 20 sheets)
- Printing costs, if done on Valencia East or West campuses (print cards are usable on East or West campus and prices are posted) You may print at alternative locations of your choice.

Some supplies are available at VCC Bookstores. Other recommendations are Sam Flax (Hwy 50), Art Systems or Pearls (Hwy 436).

To Contact Instructor: Please email questions or to arrange meeting times outside of class. ngrajales@atlas.valenciacc.edu

Important class related websites:

- <http://faculty.valencia.cc.fl.us/ngrajales>
- <http://multimedia.valencia.cc.fl.us>
- blog: <http://vccgraphics.wordpress.com>
- flickr: <http://www.flickr.com/photos/vccgraphics/>

You will find all jobs handouts and related material in pdf form on the Atlas website under the My Classes Tab. Please do not ask for duplicate Job descriptions.

Attendance and Participation: Regular and punctual attendance is required. Even missing one class could jeopardize your ability to keep up. If two absences in the semester are incurred an excessive absence notice will be sent to the student, who then has until the next class to notify the instructor as to the reason for his/her absences. If this is not done within the allotted time or another absence is incurred at any time during the semester, the student risks withdrawal. There are no excused absences. You should come to class prepared with necessary material, files, etc. There will be in-class assignments requiring materials so they should be brought at all times and attendance is essential for progressive learning. **TURN CELL PHONE TO SILENT MODE DURING CLASS.**

Withdrawal Deadline: March 14th, 2008.

Due Dates and Make-up Policy: As in the work environment, due dates are considered deadlines.

Projects: Only one assignment can be turned in one class late and incur a 10 points deduction. It must be received by the next class or will be a 0. No other late assignments will be accepted. If any portion of the assignment is missing, including failure to put your digital files in the Drop-box and unreadable files, the project will be graded as is. If you choose to turn in the missing elements the next class the entire late deduction will be incurred. Digital files have date and time of

Course Description:

A practical course in planning and visualizing advertising and industrial copy. The student converts rough ideas and designs into comprehensive layouts from which are prepared traditional and computerized camera-ready copy. Experiments are conducted with various media involving design, balance and color psychology. (Special Fee) Prerequisite: ART 1201C and a minimum grade of C in GRA 1142 and or department approval.

3 credit hours/4 contact hours.

drop saved. Any file saved after deadline will be considered late, therefore it is the student's responsibility to make sure the computer date is correct.

Exams: There is no make-up for the Computer or the Written Final. Attendance at the Final Exam period is mandatory or you will receive a WF for the course.

In-class exercises: There is no make-up for exercises due in-class. In some cases work is required out of class and due dates will be noted.

Atlas: Students are required to check their Atlas email account on a regular basis for notices. Feedback on Exercises will be sent through Atlas and corrections often are needed by the next class. Students should respond prior to the next class with an action plan for corrections if necessary. Failure to do this will result in no feedback from instructor for future Exercises. Additionally general notices, excessive absences, grade below a C or course schedule changes will be sent through Atlas.

Special Needs: If you are student with documented special needs, such as extended time for test, note takers, etc., you need to notify the instructor no later than the second class by presenting the necessary documentation. At that time arrangements for reasonable accommodations can be discussed and arrangements made.

Academic Honesty: Cheating of any kind will not be tolerated. Below are details, though consideration of cheating may not be limited to this. If caught cheating, it will be an automatic "0" for that project or test, and you may be withdrawn from the class.

Creative Design: A large amount of the work in this class is creative. During the planning stage students are encouraged to interact, utilize resources including the internet but all work should still be done by the student turning in that project. You should not allow anyone to use your mouse or keyboard to complete any part of a project. Lab personnel may assist you if you are having problems with the operation of the

computer or to answer questions concerning software applications, but they are not to do any part of your work. Utilizing design templates, copying internet or print resources is considered cheating.

Plagiarism or Copyright Infringement: Company information will be obtained from print or internet resources. This information may be copied however, utilization of complete information or designs, if located should be used for inspiration only. To utilize, other than for inspiration is considered cheating (refer to Student Handbook or presentation provided for more information)

Technical: Bringing completed exercise files, unless required, copying software, fonts, or files to/from the computer is not allowed in the lab unless assigned as part of a project, and you may not delete files other than your own; these activities could be considered cheating.

Printing: Non-payment for printing in labs where it is required is considered cheating.

Critiques/Oral Communication: On dates scheduled a critique of projects will be held. Students will prepare an oral statement as to the goal, concept, target audience and techniques demonstrated in their project, utilizing the directions given in class on index cards. Fellow students will provide constructive criticism and ask questions as necessary.

Computer Competency/Lab Usage: Upon satisfactory completion of this course students should achieve an intermediate mastery of the Macintosh computer, Photoshop, Illustrator and QuarkXPress and/or InDesign. To achieve that students may utilize the labs during open lab periods and/or work outside class in order to meet required due dates. Open lab hours will be posted at the beginning of each semester in all labs. A minimum of 9 hours outside class time is a minimum for successful mastery of objectives. If you use other computers to do your work, you are responsible for file compatibility, using the correct version of the software, and correct usage of fonts. Corrupt files, incompatibility, or missing fonts are not considered excuses for late projects or problems with projects. If you use a Windows platform: It is essential to remember that moving from one platform to another is not always perfect, and it is entirely your responsibility to ensure that your files open at school. Always use PC formatted media, do not delete any files made during platform change, always use the correct extension and constantly back-up files.

Turning in Assignments: It is your responsibility to make sure all project requirements are submitted for grading and the necessary files are in instructor's drop-box.

Grades: The final grade will be determined by grades earned on required projects, in-class projects, reports, quizzes/exams.

A = 100 – 90 Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.

B = 89 – 80 High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.

C = 79 – 70 Satisfactory completion of course requirements and mastery of essential course competencies.

D = 69 - 60 Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.

F = 59 or less Failure to perform required work or to master required course material and competencies.

Note: a grade of a "C" or better is required to use as a prerequisite for other courses or for graduation or a technical certificate.

Extra Credit: Up to 2 points extra credit may be earned by attendance at a gallery opening; reception; or pre-approved workshop, conference, seminar, etc., related to this course. Submission of a minimum one page typed synopsis required for credit.

Grading Considerations: Projects/Exercises: Four projects will be completed that are preceded by and complimented and/or extensions of the exercises listed. In many cases, completion of the exercises is necessary to produce the projects. All projects are for your company selected initially. There are 10 in-class exercises. In most cases, it is not possible to make-up exercises as they are due by the end of class (see schedule). Some exercises must be completed regardless of attendance or if credit is earned in order to complete subsequent exercises or projects. Exercises that are required by the end of class will not be graded if late. Detailed descriptions will be provided of each exercise. One of the objectives of the Exercises is to prepare you to manage time, problem solve and prioritize in order to meet deadlines. These are the same demands of the workplace. Many times supplies or files will be necessary to complete exercises so preparation is essential, however the entire exercise MUST be completed in class. An overview of exercises will be provided in advance and you are encouraged to practice and prepare, however bringing and turning in previously prepared exercises (other than required files) is considered cheating and will not be accepted.

Value	Assignment
10%	Project 1: Company Research and Logo
02%	Ex 1, Company Research, Roughts and Comprehensive
02%	Ex 2, Logo Redraw Practice
02%	Ex 3, Company Logo
10%	Project 2: Company Direct Mail Advertising
02%	Ex 4, Project Brief, Roughts and Comprehensive
02%	Ex 5, Card design layout
10%	Project 3: Company Outdoor Advertising Campaign

02%	Ex 6, Project Brief, Roughts and Comprehensive
02%	Ex 7, Style Guide layout
02%	Ex 8, Proofing and Proofreading
15%	Project 4: Company Style Guide
02%	Ex 9, Project Brief, Roughts and Comprehensive
02%	Ex 10, Outdoor layouts
65%	Subtotal

01% **Group Research Sharing-**You will be given specific assignments for selected weeks. You are to gather examples, add notes (post-it notes or other methods) with comments and placed in plastic sleeves within a notebook. You will bring to class and in your assigned groups you will discuss them. Additionally, on specific days noted in your schedule you will need sketches to utilize in your exercises. The instructor will move about the class listening to the discussion and record that you have done the assignment. If time allows, as a group you will select one or two of your group's best examples and present to the rest of the class. (1 point each).

GR 1 -	Company research, web site, logos and design research.
GR 2 -	Direct Mail design research.
GR 3 -	Outdoor advertising examples and research, roughs.
GR 4 -	Style guide research and booklet examples, roughs and folded comp.
10%	Written Exam: The exam will be comprehensive and consist of 50 objective questions. There is no make-up for the exam.

21% **Computer Proficiency Exam:** During the scheduled class time you will complete an exam that will demonstrate the design and computer skills you have learned in this class. A review and practice time will be given prior to the exam. This exam will be given the final scheduled class time of the course and the full class time will be given for the exam. There is no make-up for the computer final exam.

According to College policy, students not in attendance for the final exam must receive a WF for the course regardless of their grade at the last day of attendance.

100% **Total**

Disclaimer: Please note that the class schedule may be modified due to unforeseen circumstances. For example, power outages, hurricanes days, etc. If this were to happen, a revised syllabus will be handed out at that time.

GRA 1203C - Layout, Design and Copy Preparation Schedule • Spring 2008

Subject to changes | Notification through Atlas email.

Week 1:	Jan 8	Presentation: GD/History.swf & Elements,Principles.swf	
In class activities		In-class	<i>Review Presentations and Suggested Readings prior to all classes</i>
Course Overview, Begin Company Research and Proj 1 - Company Logo		Select at least 3 potential companies you might use for your projects. With instructor approval select final. Do on-line and print research	Select at least 3 potential companies you might use for your projects. With instructor approval select final. Do on-line and print research.
Week 2:	Jan 15	Presentation: LogoDesign.swf	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Illustrator demo, drawing principles Ex 1 due end of class		GR 1: Logo research - on-line links and printed resources including design books and magazines, Co research files and hardcopy prints.	Revise logo and improve, bring scanned 72 dpi, bitmapped file of logo comprehensives on external media for on screen critique and approval
Week 3:	Jan 15	Presentation: ColorRepro.swf	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Illustrator demo continued Exercise 2 due end of class			Bring final comprehensive logo scanned template file, b/w version of logo completed in Adobe Illustrator and potential color selections.
Week 4:	Jan 29	Presentation: DirectMail.swf	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Discussion of critique and mounting for Project 1 Begin Project 2 - Direct Mail Advertising Exercise 3 due end of class			<ul style="list-style-type: none"> • Prepare Proj 1 for critique • GR 2 - Research company information and direct mail advertising relevant to your company. Select a variety of potential advertising venue to promote your company.
Week 5:	Feb 5	Presentation:	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Proj 1: Company Logo due for critique Exercise 4 due end of class		GR 2, Company information and all research for direct mail advertising	Revise concept for direct mail card and bring comprehensive sketch and all relevant file information needed.
Week 6:	Feb 12	Presentation:	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Discussion of critique and assembly for P2 Exercise 5 due end of class			Revise and prepare final file for critique of Proj 2
Week 7:	Feb 19	Presentation: Outdoor.swf	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Proj 2: Direct Mail Advertising due Begin Project 3 - Outdoor Campaign Exercise 6 due end of class			<ul style="list-style-type: none"> • GR 3: Research outdoor advertising, any relevant company information and prepare notes for potential advertising campaigns for your company. • Review information and refine sketches for outdoor advertising campaign. Bring all required information and files to class.
Week 8:	Feb 26	Presentation: OnPress.swf and Paper_Ink.sw	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Exercise 7 due end of class		GR 3: Bring all relevant information including web links and print information for outdoor advertising	Refine outdoor advertising and prepare for critique
Week 9:	March 4	Presentation: Prod_wiseDesign.swf	
In class activities		Group Research Review In-class	<i>Homework/What to Bring to Next Class</i>
Proj 3 due for critique Begin Project 4 -Style Guide Ex 8 due end of class			GR 4: Research company information and any style guide information. Find booklet and folded or bound examples for design resources. Bring all to next class. Write an itemized listing of important/relevant information for your company style guide

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Week 10:	March 11	Presentation: Styleguide.swf	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
Ex 9 due end of class		GR 4, All company information, Style guide research, booklet examples and itemized list	Ex 10 - homework Complete company style guide comprehensive folded dummy with all relevant information. Bring all logos on external media.
Week 11:	March 18	Presentation:	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
<ul style="list-style-type: none"> Bring complete Ex 10 to class. Print proofs/files due of final revised booklet. Discuss presentation and assembly of P4 - Style Guide 			<ul style="list-style-type: none"> Revise and spell check company style guide and bring file for on-screen critique and printed proof of the complete booklet.
Week 12:	March 25	Presentation:	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
Work on Project 4 in class.			Last day to catch up projects and reading assignments
Week 13:	April 1	SPRING BREAK!!	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
No Classes!!			Beach time and R&R from school!
Week 14:	April 8	Presentation:	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
Review for Finals			Review presentations, notes, text in preparation for Written Exam.
Week 15:	April 15	Presentation:	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
Written Exam Mandatory attend - there is no Make-up date for the written final. Project 4 due for critique.			Review exam requirements/practice if necessary. Bring creative/technical resources, workbook, ruler, sketch pad, pencil.
Week 16:	April 22	Presentation:	
In class activities		Group Research Review In-class	Homework/What to Bring to Next Class
Computer Practical Final Mandatory attend - there is no Make-up date for the computer final.			Final Exam mandatory attend or you will receive a WF according to College policy.

Course Presentation Description

Graphic Design & History - What is Graphic Design, why, objective, timeline

Element/Principles - Part 1 on elements, Part 2 on Principles. Lots of examples to illustrate principles

Logo Design - Description, purpose, design process, examples, crossmedia, type, vector, raster, designers and links

Color Repro - Color theory, reproduction, trapping, duotones, halftone dots, gamut, moiré, optimization, changing color models in Illustrator, optimizing in Illustrator, Ben Day, Process Camera

Ad Design - Ad and direct mail promotional examples, using Illustrator and Quark, formatting type, clipping paths

Type Design - Type terms, classifications, computer type, designing do's and don'ts, examples of cards and letterhead packages.

Styleguide - company style guides, examples, information and production

Prod-wise Design - acquiring text, spell check & proofreading, formatting & copyfitting text, preparing files for print and proofing

OnPress - printing processes, imposition, stripping, film, plates, direct to plate, binding, finishing

Paper Ink - process, description of types, selecting

Outdoor - information about various method of outdoor advertising, templates and website resources

Course Reading Description

Notes concerning relevance of chapters provided below)

Graphic Design School: A Foundation Course in the Principles and Practices of Graphic Design by David Dabner

Section 1: The Language of Design:

Module 1 Fundamentals - read the first week.

Module 2 Color - read the week 2.

Module 3 Introduction to Typography - read week 2, review throughout semester—especially when working on style guide.

Module 4 Exploring Ideas - suggest you read the first week.

Module 5 Studio Tools and Skills - suggest you read the first week.

Section 2: Principles and Techniques

Module 6 Typography - read by week 5 and reference for Direct Mail, Outdoor Campaign and especially Style Guide.

Module 7 Layout - read by week 5.

Module 8 From Concept to Visual - read by week 5.

Module 9 Production Issues - suggest you read by week 5.

Section 3: Professional Pointer

Module 10: Editorial Design - suggested reading.

Module 11: Advertising Design - Read before Project 2 Direct Mail Campaign

Module 12: Corporate Design - Read before redesigning your company's logo.

Module 13: Web Design - suggested reading.

Module 14: Packaging Design - suggested reading.

Graphics Technology Workbook: VCC Graphics Manual:

utilize your workbook from Digital Media and Design course for typeface reference, information concerning software, printing and production.