

JAMESTOWN COMMUNITY COLLEGE
State University of New York

MASTER COURSE SYLLABUS

Course Title: Graphic/Design/Layout/Publish

Course Abbreviation and Number: ART 1740

Credit Hours: 3

Course Type: Lecture/Lab

Course Description: Students will focus on the development of graphic design, computer, and presentation skills needed to produce professional looking layouts suitable for print and web publishing for the student's portfolio. Concepts are worked out and visually organized stressing the use of type and image through sketches. The artwork is recreated and refined on the computer in a page layout program such as Adobe InDesign, then is printed to create three-dimensional or mounted prototypes. Typography basics and course concepts are taught through projects that include problem solving exercises, software tutorials, lecture, review of work in progress, and critiques.

Prerequisite: ART 1730.

General Education Requirements Met

SUNY
The Arts

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Display an in-depth study of Illustrator, Photoshop, and scanning techniques necessary to complete the assignments
2. Develop ideas and concepts through research
3. Simplify and organize typographic layouts which make communication easy
4. Identify and use typographic styles
5. Utilize basic layout principals
6. Describe and define desktop publishing and typography terms and be able to use them in class discussion
7. Apply knowledge of basic color models and printing processes
8. Discuss the design process of one's work and to make suggestions to help others improve upon their work
9. Recognize the importance of scheduling time and adhering to deadlines

A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.

Topics Covered:

- Layout design introduction: the design process
 - Software technical review
 - Developing concepts, ideas, inspiration and research
 - Poetry book project: layout principles: contrast, repetition, alignment, proximity
 - Designing type and paragraph formatting: mounting prints
 - Book cover redesign project: type classification, type contrasts: size, weight, form, direction, color
 - Fonts, type families, and parts of a letter: importing picture
 - Box shape, contents, editing, text to box
 - Menu design: creating prototype, dummies: binding, paper and cost consideration using style sheets, master pages, and tabs
 - Grids
 - Packaging design: working with 3D objects: Readability and legibility of type
 - Type poster layout and design: Historical look at type and typography
 - Final presentation
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Information for Students

- Expectations of Students
 - Civility Statement (<http://www.sunyjc.edu/current-students/classroom-civility>)
 - Student Responsibility Statement (<http://www.sunyjc.edu/academics/student-responsibility>)
 - Academic Integrity (<http://www.sunyjc.edu/faculty-staff/academic-integrity>)
- Disability/Special Services

- Any student who requires accommodations to complete the requirements and expectations of this course because of a disability should make their needs known to the Coordinator of Accessibility Services, 716.338.1251.
- Emergency Closing Procedures (<http://www.sunyjcc.edu/student-life/campus-safety/jcc-alert>)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Fall 2019