SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23
Syllabus Statements

I. CATALOG DESCRIPTION

Course Number:	GDMA1240
Course Title:	Publication Design
Prerequisite(s):	GDMA1122, GDMA1126, GDMA1136
Catalog Description:	The aesthetics of type and image is the core of graphic design. Virtually all aspects of the printed word and image are investigated and considered. The class focuses on the process by which visual communication ideas are developed, edited, and presented. Projects place an emphasis on the structure of layout, color, typography, and image.
Credit Hours:	2.5
Class Hours:	23
Lab Hours:	60
Total Contact Hours:	83

II. COURSE OBJECTIVES: *Course will:*

A. Explore grid structure found in newspapers, magazines, brochures, and other multi-page publications.

B. Explain and demonstrate the five interrelated and C.H.R.A.P. principles of design within the context of publication design.

C. Explore considerations for interactive digital publications and demonstrate ways to create such documents.

D. Explore how publication considerations translate to web design.

E. Thoroughly explore how to work with color within the context of graphic design and how to use color in an expressive/emotive way.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. Student Learning Outcomes: *Student will be able to:*

    1. Create a clear and concise hierarchy.

        a. Exploring the typographic methods of demonstrating hierarchy.

        b. Exploring the spatial methods of demonstrating hierarchy.

        c. Exploring the layout methods of demonstrating hierarchy.

        d. Critiquing hierarchy.

    2. Demonstrate an understanding of creating and using various grids for various formats and arrange elements effectively.

    3. Create brochures, and reports (including charts and graphs, newsletters and catalogs that use the five design principles)

        a. Balance (symmetry, optical weight, and asymmetry).

        b. Proportion (golden rectangle and optical center).

        c. Sequence (visual movement, z readout, and sequence patterns).

        d. Emphasis and Contrast (focus, size, color, value, isolation, shapes, juxtaposition, and incongruity).

        e. Unity (bridging, correspondence, continuity, typography, color, grid/structure)

        4.   Demonstrate student understanding and competence of their working knowledge of hierarchy, grid structure, and historic design context and the five and C.H.R.A.P. principles of design.

        5.   Identify the considerations for print and digital publications (web and interactive).

        6.   Demonstrate an understanding of text and image interaction within compositions.

        7.   Create effective and functional interactive publications.

        8.   Design using color in symbolic and associative ways.

        9.   Investigate ways that considerations for print publications translate to web design.

   B.   General Education Learning Outcomes (GELOs)

        1.   GELO #3: Critical Thinking & Problem Solving
Outcome 3: Evaluate ideas presented in writing, medial, speech, or artistic presentations.

IV.   CONTENT/TOPICAL OUTLINE

   A.   Intro to Publications
   B.   Working with Spreads
   C.   Manuscripts
   D.   Brochures
   E.   Single and Multiple Page Publications
   F.   Working with the Web

V.   INSTRUCTIONAL MATERIALS

   A.   Required Text(s): none
   B.   Other Resources:

        1.   Handouts: worksheet, tutorial, assignment, and project
        2.   Raw copy for the exhibition catalog

VI.   METHODS OF PRESENTATION/INSTRUCTION

   A.   Methods of presentation typically include a combination of the following:

        1.   On-screen presentations, demonstrations, guided tutorials, and lecture
        2.   Worksheets, charts, tutorials, projects/assignments
        3.   One-on-one teaching and assistance
        4.   Team teaching
        5.   In-class exercises and activities
        6.   Presentations by design professionals/employers
        7.   Videos
        8.   Field trips

VII.   METHODS OF EVALUATION

   A.   Methods of evaluation, although determined by the individual instructor, traditionally include a combination of the following:

        1.   Adherence to deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, tutorials, and/or daily assessments.

        2.   No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.

3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.

4. Compliance with all Policies. For all GDMA program policy documents, please visit http://tinyurl.com/gdmapolicies.

5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit http://tinyurl.com/gdmapolicies.

VIII. SPECIFIC COURSE REQUIREMENTS

A. Students must meet all of the following to receive a passing grade:

1. Students must complete this course with a minimum course grade of "C" (70%).

2. Students are expected to sign a Syllabus Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit http://tinyurl.com/gdmapolicies

3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.

4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc., and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.

5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.

6. For course-specific policies please refer to the Course Information Document.