COURSE SYLLABUS

Tunxis Community College

Education That Works For a Lifetime

Course Title:	Design and Production	**Date submitted:**	May 2019 (AAC: 19-25)
Department:	Art		
Curriculum:	Graphic Design		

Course Descriptors:
Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.

Course Code: (eg. ACC 101) GRA*203

Course Type: Z

A: Clinical B: Lab D: Distance Learning
I: Individual/Independent L: Lecture N: M: Seminar Internship
P: Practicum U: Studio
X: Combined Lecture/Lab Y: Combined Lecture/Clinical/Lab Z: Combined Lecture/Studio

Elective Type: FA/G/LAS

AH: Art History E: English FA: Fine Arts FL: Foreign Language
G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science

Credit Hours:	3
Developmental: (yes/no)	No
Lecture:	2
Clinical:	0
Lab:	0
Studio	2
Other:	0
TOTAL:	4
Class Maximum:	20
Semesters Offered:	Spring

Contact Hours:

Prerequisites:

C- or better in Typography and Design I (GRA*201)

Corequisites:

None

Other Requirements:

None

Catalog Course Description:
Students will apply previously learned design, typography, and page layout skills (InDesign) in the creation of design layouts and mechanical art for print production. A mixture of technical and creative projects will be presented with emphasis on design and production for the printed piece. The importance of precision in final mechanical art preparation will be stressed as will technical facility in the use of electronic production tools and techniques.

Topical Outline:
List course content in outline format.

1. Further exploration and application of design process
   A. Thumbnails
   B. Comps
   C. Presentation
   D. Criticism
   E. Evaluation
   F. Refinement
   G. Production

2. Further exploration of issues in typography

A. Typeface choice
B. Kerning
C. Paragraph Indication
D. Type Size
E. Weight
F. Type on image/screen
G. X-height
H. Capitalization
I. Display initials
J. Line Length
K. Stance
L. Word Emphasis
M. Leading
N. Alignment
O. Text wraps
P. Mixing Typeface
Q. Hierarchy
R. Reverse Text
S. Letter/word Space
T. Type Distortion

3. Further exploration and application of typography in design
   A. Type as a communication tool
      1. readability of typefaces
      2. type structure (line length/leading/spacing)
      3. information hierarchy

   B. Type as a design element
      1. type choice and relationship to content
      2. scale/color/value of type
      3. visual qualities of type selection
      4. composition of typographic elements on a page
      5. visual impact

4. Further exploration and application of image in design
   A. Kinds of images – line art/graphic/drawing/illustration/photography
   B. Reasons for image choice
      1. Relationship to message
      2. Impact (visual and conceptual)
      3. Budget/reproduction considerations
      4. Style

5. Further exploration and application of color in design
   A. Black and white
   B. Grey scale and value
   C. Spot color
   D. Full color

6. Further exploration and application of image in design

   A. Kinds of images – line art/graphic/ drawing/illustration/photography
   B. Reasons for image choice
      1. Relationship to message
      2. Impact (visual and conceptual)
      3. Budget/reproduction considerations
      4. Style

7. Further exploration and application of page layout and composition
   A. Format options and choice
   B. Use of page edge and margins
   C. Flat space vs. overlapping space
   D. Focal point, balance, and hierarchy
   E. Image, shape, and negative space

8. Further exploration of visual hierarchy in design
   A. Visual weight
   B. Type contrast
   C. Groups and space
   D. Shape and value

9. Project process and management
   A. Input/project communications goals
   B. Budget/reproduction considerations
   C. Research/concepts
   D. Design proposal development – design/layout/typography/image creation
   E. Presentation and analysis
   F. Revision
   G. Proofing
   H. Production
      1. Mechanical art
      2. Preflight/prepress
      3. High resolution output
      4. Printing/finish

10. Working with clients and graphic arts professionals
   A. Client relationships
   B. Roles and responsibilities of graphic arts professionals
      1. Creative directors
      2. Art directors
      3. Designers
      4. Production artists
      5. Prepress/printers
      6. Typographers
      7. Illustrators/photographers
      8. Account executives
      9. Freelancers

11. Overview of the printing and reproduction processes
   A. Letterpress

B. Screen printing

C. Etching

D. Lithography

E. Xerography

F. Direct digital output

12. Electronic mechanical art/production processes – InDesign
    A. Electronic mechanical art for one/two/three flat color and 4-color process printing
        1. Line art
        2. Screens
        3. Halftones
        4. Color systems – Pantone, cmyk
        5. Reverse
        6. Color breaks and separations
        7. Bleeds
        8. Trapping
        9. Knockouts
        10. Overprinting
        11. Proofing techniques

13. File preparation for service bureau output
    A. Choosing a service bureau
    B. File preparation
    C. Output options

14. Image scanning
    A. Use of image (publications, video, etc.)
    B. Evaluating images
    C. Determining scanning resolution
    D. Line art/grayscale/color scanning
    E. File size and storage issues
    F. Other sources for image acquisition

15. Color models used in design for print
    A. Design and production of spot color designs
    B. Design and production of process color designs

16. Paper selection
    A. Design considerations
    B. Technical considerations
    C. Budget considerations

17. Application of software techniques to the design and production process
    A. Image scanning
    B. Postscript drawing, typography, and layout – Adobe Illustrator
    C. Paint/image processing – Adobe Photoshop
    D. Typography and page-layout – InDesign

18. Designing for series and repurposing of design
    PROJECT – Ad layout series (b & w)

19. Information design and structure
    PROJECT – Event calendar
    A. 2 spot color – Pantone
    B. Creating and using style sheets

20. High resolution file output
    PROJECT – Service bureau output of ad layout file (one color)

21. Multi-page publication layout and design
    PROJECT – health series brochure
    A. Process and spot color
    B. Creating and using style sheets and master pages
    C. Imposition and pagination
    D. Finishing processes
    E. Binding/folding

22. Copyright laws and how they apply to art and design

23. Portfolio presentation

NOTE: Projects listed to address particular topics are suggestions, not mandated.

Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.	**Upon successful completion of this course, the student will be able to do the following:** **COURSE**: Through a series of lectures, demonstrations, and projects, students will learn and apply the basic principles of designing for print production, and the creative and technical applications of typography. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and create and successfully output a well designed and technically accurate design solution appropriate for print production that incorporates typography, layout/composition, and image using page composition software — specifically Adobe InDesign. In this effort, students will: 1. Acquire advanced knowledge of the creative uses of typography, color, and image through analysis and critique of existing design pieces, and the creation of original visual communication designs. 2. Acquire advanced knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology. 3. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to audience needs through information gathering, analysis, idea development, assessment, and refinement in the creation of design projects. 4. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design. 5. Develop advanced skills in the technical processes of graphic design as demonstrated through the successful creation of technically accurate design pieces using the document construction and typesetting features of page layout software — Adobe InDesign.

6. Develop skills in the production features of page layout software — Adobe InDesign as demonstrated through the successful creation of technically accurate design pieces incorporating style sheets, master pages, and other automated layout functions.

7. Learn and apply the production techniques necessary to create electronic mechanical art for graphic design projects.
   a. Successfully design and output a single color (black and white) design layout series.

   b. Successfully design and output color separations for a two (spot) color typography-based design layout.

   c. Successfully design and output color separations for a full color two-page spread incorporating typography, image, and a basic grid.

   d. Successfully design and output color separations for a combination full color/spot color multipage publication, incorporating typography, image, and a complex grid.

8. Acquire knowledge of paper selection as a design, budgetary, and technical consideration.

9. Understand the basic concepts of printing, print production processes, and print production terminology.

10. Apply knowledge of the color models used in the print production process as a design, budgetary, and technical consideration.

11. Understand technical requirements of image scanning for print production.

12. Successfully choose digital file formats for print production.

13. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

14. Effectively communicate an understanding of design concepts, processes, and techniques, using the "language" of design.

15. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*
Depending upon level of successful completion of coursework within the program, students will - at the advanced level:

VISUAL LITERACY AND CREATIVE EXPRESSION
2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.

3. Demonstrate the development of visual and conceptual skills required to create a successful design

solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

4.   Understand the function and impact of design, and the roll of the design profession in our society.

5.   Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, and page composition.

6.   Effectively communicate an understanding of design concepts, processes, and techniques using the "language" of design.

MEDIA AND TECHNICAL SKILLS

8.   Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

9.   Understand the basic concepts of printing and print production processes so as be able to successfully create electronic mechanical art for spot and process color graphic design projects.

PROFESSIONAL PRACTICE

10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards.

11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.

12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

1.   **Aesthetic Dimensions -** Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

> **Demonstrates**: Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.

> **Does Not Demonstrate:** Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

Evaluation: List how the above outcomes will be assessed.	**Assessment will be based on the following criteria:** A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through: 1. Studio Classwork 2. Projects 3. Individual and Group Critiques/Discussions 4. Portfolio Review of Work Completed During the Semester

	5. Option of Quizzes/Exams/Papers/Reports/Presentations as Determined by the Instructor
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	Required: Graphic Design Studio 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system. 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling. 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current versions). 5. Letter and Tabloid size black & white, and color Postscript laser printers. 6. Large format color Postscript inkjet printers. 7. Permanently mounted 35mm slide projector. 8. 35mm slide scanner. 9. Paper cutters and light tables. Desired:
Textbook(s)	Visual Quickstart Guide — InDesign, PeachPit Press