

## **LAYOUT CONCEPTS - ART 3372**

Spring 2014

Instructor: Edwin Cuenco

Office: Carr 242

[Edwin.cuenco@angelo.edu](mailto:Edwin.cuenco@angelo.edu); 942-6019

Office Hours: MWF 8-10am; TR 3:15-5pm or by appt

### Course Description

An introduction to the print industries involving a study of layout and paste-up design and the preparation of copy for various printing methods. (Maybe repeated for credit with consent of instructor.) 3 Credit hours

### Course Outline

This studio course will address the language of design layout and its effective use. Through hands-on projects, collaborative learning and client works, students will learn the language and process for design thinking, gain foundation in visual literacy and understanding of rhythm, balance, emphasis, and scale using appropriate design elements such as line, texture, grid, value, color and type. By studying the language of layout, students will gain a strong working knowledge of this graphic design essential element.

### Recommended Textbook

Layout Index: Brochure, Poster, Flyer, Advertising, Page Layout, Newsletter Index by Jim Krause

### Recommended Supplies

Pens, sketchpad, USB flash drive

### Justification of the Course

The course provides studio experience in graphics design and the creative possibilities of computers graphics. Emphasis is placed on the visual-problem solving process through the use of current software applications while applying creative solutions.

### Course Objectives

1. Develop skills of a socially responsible citizen and graphic designer.
2. Become proficient in the use of computer applications used in graphic arts.
3. Create graphic design work integrating type, color, image, illustration and page layout.
4. Develop the digital skills needed to produce artwork for subsequent graphic courses.
5. Create a graphic design portfolio geared for future internship and employment purposes.

### General Education Goals

The general education curriculum is design to provide a foundation for knowledge to educated people and to develop the capacity for an individual to expand that knowledge over his or her lifetime. At the end of the course students will be able to:

- a. Communicate effectively and think critically.
- b. Develop ethical perspectives.
- c. Apply scientific and quantitative reasoning.
- d. Demonstrate knowledge of the arts and humanities.
- e. Understand wellness concepts.

### Assessment

To do well in this course, plan on an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions; the initial draft layouts leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment to the work. Arrive at class on time, with your materials, your projects prepared, and ready to work. There will be two regular breaks per class. While in class, you are expected to work on class projects; web usage should be limited to class related research only.

You are expected to be an enthusiastic participant in this class and take ownership of your work and development as a creative professional. The function of critiques is to receive feedback on your work while building essential skills of presentation, sales and marketing. Commitment as indicated above includes class participation, effort, level of craftsmanship, and evidence of having a strong, consistent work ethic.

#### Grading Criteria

A project will be evaluated by the following criteria:

1. Showing initiative to complete the project, following instructions and meeting deadlines.
2. Appropriateness of solution to project design brief.
3. Uniqueness of solution, demonstration of creativity and experimentation.
4. Craftsmanship and attention to detail.
5. Project presentation and class critique presentation.
6. Regular class and Art major/minor attendance.

#### Grade Breakdown

Projects are determined by specific criteria, each assigned with a value between 1-4 and calculated equally per project to arrive at a final course grade at the end of the semester. Late work will be reviewed on an individual basis and accepted only in case of documented health, university or family/personal purposes.

A (4.0) to A- (3.5)

Outstanding to excellent work in projects and assignments; strong class participation in class critiques and regularly attend class

B (3.9) to B- (2.5)

Average work in projects and assignments; follows instructions and regularly attends class

C (2.0) to C- (1.5)

Adequate work in projects and assignments; attendance within minimum class requirement

D (1.0)

Barely acceptable work; failing to complete all assignments; excessive class tardiness or absences

F (0)

Fail; Non-submission

#### Coursework

Each project will be provided with a detailed project spec sheet. Be sure to follow the instructions carefully. Reread the directions prior to handing in your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. Critiques are meant to develop skills of presentation and discussion, and should be approached in a professional manner. The presentation of work is an essential part of the project as well as your development as a creative professional. Creating the work is only part of the process - you must be able to present your work as the right solution to the design problem. Unless instructed otherwise, work must use the following formats (PDF, JPG, AI, PSD) to be accepted for review or grading. Any work brought into class after a graded class critique has started will be counted as late. All works will be due at specific dates as outlined in the project spec sheet schedule.

#### Backing Up Your Files

Losing work due to a failed digital media, lost or overwritten files is not an excuse for late work. Students are expected to have an effective backup strategy for all their working and final files. Please note that lab computers are normally erased at the end of each day.

#### Software Training

Basic computer knowledge is required, so a certain amount of familiarity with the software used in class is at least expected. Please note that while there will be adequate software tutorials covered in class, it is your personal responsibility to further develop the essential technical computer skills needed to complete your assignments.

### Student Honor Code and Academic Integrity

This class is focused on generating and developing your own ORIGINAL DESIGNS. This does not mean that references can not be used—but copying, tracing, or using the actual work of others without documenting or showing major significant modification through your own design decisions can lead to failing the assignment or the course. Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. PLAGIARISM means intentionally or knowingly representing the words, artworks or ideas of another as one's own. You must be very clear about attribution of sources and must know how to cite sources in a paper. Please see full Honor Code Policy at [http://www.angelo.edu/forms/pdf/Honor\\_Code.pdf](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

### Attendance Policy

Regular attendance is required and will be taken daily by sign-in attendance sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present. FAILURE TO SIGN THE ATTENDANCE SHEET WILL RESULT IN AN UNEXCUSED ABSENCE!

3 Tardiness (15 minutes or more) = 1 Absence

4 Unexcused Absences will reduce your final course grade by 1 letter grade

5 Unexcused Absences will reduce your final course grade by 2 letter grades

6 Unexcused Absences will result in failure from class

An excused absence will be granted only for documented health, university and family purposes. This means you must provide official medical documentation such as official doctor's note, legal appointments, official university events, observance of government and religious holidays, etc. to be excused.

### Students with Disabilities

Persons with a disability who may warrant academic accommodation must contact the Office of Student Services, Room 203-B, Hardeman Student Service Center at (325) 942-2191, in order to request such accommodation prior to any accommodation being implemented. Students are encouraged to make this request early in the semester so that appropriate arrangement can be made. Furthermore, the instructor is not required to anticipate the needs of students with disabilities.

### Important Things to Remember

It is the responsibility of all students to secure their personal items during and after class. Avoid coming habitually to class. All phones are to be turned off or silent mode during class. This also means text messaging, pagers, handheld video games, etc. Please wear the proper attire suited to working in a studio course. The environment for the class must be conducive to learning. Offensive behavior and disrespectful language will not be tolerated in class and will be reported to the Art Office. As part of your educational experience, you may be expected to participate in class exhibitions (print and online), provide pro bono design services to non-profit organizations/ university departments, attend field trips/workshops and/or release copyright ownership to your class artwork assignments, if warranted.

### Art Major/Minor Meetings

All art majors and minors are required to attend all the general Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade of the course, or courses.

### Summary Course Schedule

These are approximate dates and may overlap. Specific dates and information will be given in project spec sheets throughout the semester.

Week 1 : Lectures and Exercises  
Week 2-5 : Project #1  
Initial project ideas and revisions  
Lab hour production work  
Graded critique and class presentation  
Week 6-9 : Project #2  
Initial project ideas and revisions  
Lab hour production work  
Graded critique and class presentation  
Week 10-13 : Project #3  
Initial project ideas and revisions  
Lab hour production work  
Graded critique and class presentation  
Week 14-16 : Final Examinations

Midterms Week: March 3-7, 2014

Spring Break: March 10-14, 2014

Last Day to Drop with Withdrawal: March 27, 2014

Final Exam Schedule: May 5-9, 2014

#### Disclaimer

This syllabus is subject to change or revisions at any time during the semester. You will be notified of any changes or will be issued a new syllabus. It is the responsibility of the student to be aware of any changes if they occur.