

**OAKTON COMMUNITY COLLEGE
GENERIC COURSE SYLLABUS**

I.	<u>Course Prefix</u>	<u>Course Number</u>	<u>Course Name</u>	<u>Credit:</u>	<u>Lecture</u>	<u>Lab</u>
	ART	225	Layout Design and Typography	3	0	6

II. Prerequisites:

ART 224 or CAS 225

III. Course (catalog) Description:

This course outlines the common graphic tools available in layout design, typography, and type design. Students will learn how to create their own type, modify it, and add it to existing fonts. The class will examine ways of using illustrations and photographs in layouts as well as the basic tools of graphic design for specific desktop publishing projects. Class work is centered on student projects involving the manipulation of layouts and typography.

IV. Learning Objectives:

1. To understand the importance of the appearance of effective layout design.
2. To demonstrate the ability to control the reader's eye.
3. To use typography in layout design.
4. To exhibit the ability to use basic design principles in layout creation.
5. To exhibit the ability to create and modify typefaces.
6. To exhibit the ability to use color in an effective manner in layout design.

V. Academic Integrity:

The very nature of higher education requires that students adhere to accepted standards of academic integrity. Therefore, Oakton Community College has adopted a Code of Academic Conduct and a Statement of Student Academic Integrity. These may be found in the Student Handbook. You may also find a summary of the Code of Academic Conduct in the College Catalog. Among the violations of academic integrity listed and defined are: cheating, plagiarism, falsification and fabrication, abuse of academic materials, complicity in academic dishonesty, falsification of records and official documents, personal misrepresentation and proxy, and bribes, favors, and threats.

It is the student's responsibility to be aware of behaviors that constitute academic dishonesty.

Pursuant to the due process guarantees contained in the Policy and Procedures on Student Academic Integrity, the minimum punishment for the first offense for a student found in violation of the standards of academic integrity is failure in the assignment. In addition, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

VI. Outline of Topics:

1. Structure of Design

A. Visual Elements

1. Line
2. Shape
3. Light and dark
4. Color
5. Texture
6. Perspective and depth

B. Organization of the Elements

1. Unity
2. Balance
3. Rhythm
4. Proportion

C. Techniques

1. Contrast
 - a. Tone
 - b. Shape
 - c. Size
 - d. Juxtaposition
 - e. Sharpness
 - f. Complexity
 - g. Variation
 - h. Exaggeration
2. Harmony
 - a. Balance
 - b. Symmetry
 - c. Simplicity
 - d. Unity
 - e. Opacity
 - f. Singularity
 - g. Flatness
 - h. Repetition and regularity

II. Principles of Typography

A. Origins of the alphabet

1. Pictograms
2. Ideographs
3. Phoenician, Greek and Roman alphabets
4. Small letters and punctuation

B. Types

1. Sans Serif
2. Serif
3. Script
4. Special character and symbols

C. Families of type

1. Specimen sheets
2. Key letters
3. Color of type
4. Personalities of type
5. Visual change between type over time
 - (a) Garomond, Baskerville, and Bodoni
 - (b) Century Expanded, Helvetica
6. Display type
 - (a) Roman and Egyptian
 - (b) Sans Serif and Script

C. Description

1. Size
 - a. Points
 - b. Pica
 - c. Conversion to inches
2. Weight
3. Width
4. Slant
5. Style

D. Anatomy

1. Point size
2. Cap height
3. Serif
4. Counter
5. Ascender
6. Baseline
7. Descender

- E. Relationship to page
 - 1. Leading and kerning
 - 2. Line length
 - 3. Alignment
 - 4. Rules
 - 5. Headlines
 - 6. Widows and orphans

- F. Designing with type
 - 1. Function of type
 - 2. Ornate type
 - 3. Creating moods with type
 - 4. Altering of characteristics of existing fonts

III. Page Structure

- A. Anatomy of a Page
 - 1. Terminology
 - a. Gutter
 - b. Overline
 - c. Deck
 - d. Bleed
 - e. Folio
 - F. Margins

- B. Organization
 - 1. Grids
 - 2. Style
 - 3. Columns
 - 4. Margins
 - 5. Headlines
 - 6. Captions

IV. Nature of Color

- A. Application to page
- B. Feelings
- C. Color relationships
- D. Color and the marketplace
- E. Local color
 - 1. duotones-quadtones
 - 2. without black
- F. Four color

V. Basic components of Graphic Design

A. Parts

1. White space
2. Bleeds
3. Drop shadows
4. Borders
5. Boxes
6. Screens

B. Methods

1. Repetition
 - (a) Grids
 - (b) Headlines
2. Organizational elements

VI. Imaging and layout design

A. Illustrations

1. Drawing
2. Clip art
3. Charts and diagrams
4. Manipulating illustrations

B. Photographs

1. Tonal scales
2. Sequence
3. Sizing
4. Retouching

VII. Application of design principles

- A. Brochures
- B. Advertisements
- C. Catalogs
- D. Projection material
- E. Flyers
- F. Newsletters and forms
- G. Charts and diagrams
- H. Business communications

