



ACOM 1121

Division: Career and Technical Education

Department: Art and Graphic Communications

Course: ACOM 1121

Title: Layout

Catalog Description:

This course introduces the elements of layout. Elements such as balance, emphasis, and unity are explained as important tools in the production of professional page layouts and advertisements.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 3

Clock/Hour Requirements: 75

Offered for Non-Credit: No

Prerequisites: None

Corequisites: None

Justification:

This curriculum is approved by the program advisory committee. A similar course is taught at Dixie College (GCOM 2130) and CEU (ART 1680).

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- understand elements of layout
- know what is involved in creating and evaluating a good layout
- understand how to make professional roughs
- apply elements of layout to three dimensional design problems
- use elements of layout in developing graphic symbols and logos.

Content:

Course objectives will be accomplished by providing students with experiences in these subject areas:

- understanding elements of layout
- demonstrating proper techniques for creating roughs

- visualizing principles of design
- evaluating layouts and how to improve them
- applying layout design concepts to posters, brochures, ads, logos, and packaging.

General Education Outcomes:

6) Apply computational skills to a variety of contexts.

Measurement of materials and content is required in most media. The concepts of proportion, scale, and the application of these concepts are required for effective performance in the graphic communications field.

8) Apply ethical reasoning to a variety of contexts.

Issues of copyright, plagiarism, and ethical work practices are key components in this course. Students will understand the value of utilizing one's own thoughts and ideas instead of those produced by others.

9) Respond with informed sensitivity to an artistic work or experience.

Graphic communications students must become familiar with the standards, styles, and forms in a variety of media. This familiarity will allow them to make informed judgments and critiques regarding their own work and that of other artists.

Key Performance Indicators:

In class:

- Several assessment methods will measure the level of competency, including classroom critique (10%), presentation skills (10%), assignment completion (50%), and exams (30%).

Following class:

- Upon completion of this course, students will demonstrate success in subsequent courses and on customer projects.

Representative Text and/or Supplies:

- Lisa Graham, *Basics of Design Layout and Topography for Beginners*, current edition, Delmar/Thomson Learning.
- Instructional materials as directed by instructor

Optimum Class Size: 15

Maximum Class Size: 25

Signatures:

I hereby submit this course syllabus:

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)