

Principles of **LAYOUT & DESIGN**

Comm 306 | Fall 2013

Instructor:

Office:

Phone:

Email:

Classroom:

Meeting Times:

Office Hours:

COURSE

This course covers fundamental principles of document and information design. Over the course of the semester students will learn practical and theoretical skills related to desktop publishing, visual communication, and publication production. Using industry-standard software applications, you will learn to create, from scratch, visually attractive and functional documents that are used in corporate and non-profit environments. By the end of the course, you can expect to understand the following:

- +How design principles affect readability, functionality, interpretation, and communication of information
- +How software applications from the Adobe Creative Suite, including Photoshop, InDesign, and Illustrator work together
- +How to create professional-quality designs, including logos, brochures, pamphlets, and infographics
- +How to use design and technology terminology to communicate effectively with design professionals
- +How to print professional documents using professional printing processes

TEXTBOOKS

Non-Designer's InDesign Book, by Robin Williams | ISBN # 9780321772848

Non-Designer's Design and Type Book, by Robin Williams | ISBN# 9780321534057

Before and After: How to Design Cool Stuff, by John McWade | ISBN#

MATERIALS

Because this course is taught in a computer classroom, you will not be required to bring your laptops to class. However, you will need to be prepared to take and save notes as well as save any documents we work on in class. While saving documents through your email or (H:) drive is possible, you are encouraged to bring an external storage device, such as a thumb drive. We will also, on occasion, hand-draw designs. Thus, for each class period, please bring the following:

- Your textbooks
- An external storage device
- A notepad and pen

COSTS

Because printing professionally is an important part of print design and publication, you will be expected to turn in high quality documents throughout the course. For each assignment, you will need to have your document printed at a professional copy center. Please plan to pay roughly \$20 - \$40 total (anywhere from \$1 - \$5 per project) for printing costs during the semester. You will also need to purchase a notebook of some kind for your Collection and Reflection assignment.

ASSIGNMENTS

Collection and Reflection Notebook – 100 points

Throughout the semester, you will collect ten documents that reflect some prescribed rhetorical purpose. Each document you find will serve at least one of the following purposes to a reader/viewer: 1) persuade to buy something; 2) warn of a danger; 3) instruct to assemble something; 4) teach an unfamiliar concept; 5) guide to make a choice (like from a menu); 6) generate enthusiasm for an event; 7) list functional uses of/facts about a product or item; 8) itemize items or expenses; 9) incite a strong emotion (like anger or excitement) to encourage action; and 10) simply inspire or entertain. With each document you collect, you will fill out a reflective evaluation that analyzes the document's effectiveness.

Weekly Reading Quizzes – 50 points

Because reading helps you better understand the material presented in class, we will have a short quiz at the beginning of most classes after a reading assignment. Ten quizzes throughout the semester will total 50 points. There will likely be bonus quizzes after these initial ten to help you earn any missed points.

Universal Principle of Design Presentation – 50 points

To begin most class periods, we will learn a "Universal Principle of Design," as prescribed by William Lidwell, Kritina Holden, and Jill Butler. You will be required, only once during the semester, to review an assigned principle on an assigned date. You will then give a short (less than 5-minute) presentation that teaches this principle to the class.

Event Poster – 50 points

As an introductory assignment to get you familiar with InDesign and Photoshop, you will create a poster that advertises some event on campus. Using the four design principles we discuss in class (Contrast, Repetition, Alignment, and Proximity), you will create an attractive, 11x17 poster that meets your audience's needs.

Product or Service Persuasive Brochure – 100 points

As you advance in Photoshop and InDesign, this assignment requires that you use photographs and odd-shaped images in juxtaposition with text in a two-sided document that folds. You will be given a specific corporate (client) expectation and you will design the brochure to fit that client's needs.

Visual Identity Document Suite – 150 points

To get you thinking about real-world rhetorical situations, document continuity, and increasing your skill using Photoshop, InDesign, and Illustrator, you will design a suite of documents that, together, create a visual identity for yourself. To do this, you will locate a job ad that requires you to submit multiple documents, including a résumé. As a final product, you will turn in an envelope that has been designed and printed with your logo, a creative résumé, a traditional résumé, a letterhead, and a business card. You will then create a style guide that lists your specifications for using the designs in the future.

Informational Booklet – 150 points

One of the most important publication design skills you can take with you is knowing how to create cohesive, multiple-page documents. This assignment requires you to inform an audience about a topic that is relevant to them and create an 8-page pamphlet that is saddle-stitch bound. As one of the final projects for the semester, you will be expected to employ expert information design skills to organize and communicate information.

Final Exam – 200 points

To refresh the design terminology principles we study throughout the semester, a final exam for the course will be given. Material for the exam will be drawn from your textbook, assigned readings, and in-class lectures/discussions.

Attendance & Participation – 50 points

Because this is a very hands-on course where we will workshop and discuss openly many design issues, attendance is required for the course. (Please see attendance and participation policies on the following page).

Major Assignment Due Dates

September 12 – Event Poster
September 26 – Visual Identity Document Suite
October 22 – Product or Service Persuasive Brochure
November 14 – Instructions Pamphlet
December 3 – Collection & Reflection Notebook
December 3, 5 – Presentations and Document Re-design
December 14 – Final Exam

GRADING

Your grade for the semester is calculated strictly on a point-based, percentage system. There are 1000 points total for the course. It is my policy that every student starts at a '0' and then earns his/her grade by accumulating points during the semester.

A 93% 1000 – 925	B+ 87% 894 – 865	C+ 77% 794 – 765	D+ 67% 694 – 665
A- 90% 924 – 895	B 83% 864 – 825	C 73% 764 – 725	D 63% 664 – 625
	B- 80% 824 – 795	C- 70% 724 – 695	D- 60% 624 – 595
			F <60% 594 – 0

POLICIES

Late Work

All assignments are due on the due date; late assignments will be docked 10% per day, not including weekends. For example, if an assignment is due on Wednesday and you turn it in on Monday, it is 3 days late and will only receive 70% of its value after being graded. Extensions (in rare, serious circumstances and for school-excused absences) must be approved PRIOR to the due date.

Attendance and Participation

Attendance will be taken at the beginning of every class period. If you arrive late to class, it is your responsibility to come talk to me after class to be sure that you were not marked absent. You are allowed to miss 2 days, for any reason, without penalty during the semester. Other than for school-excused absences, each day missed beyond the two days will result in a deduction of 10 points per day up to 50 points. If you miss more than 7 days during the semester, you will fail the course. Participation will be measured by your attentiveness and participation during discussions and workshops. Reading, sleeping, listening to music, or playing video games during class will result in a reduction of your participation grade.

Questions Concerning a Grade

If you have any questions concerning a grade on any assignment, I will be happy to talk with you about it. Typically, it is best to wait 24 hours after receiving the grade so that you can mull it over; however, you must wait no longer than 7 days after receiving the grade to talk with me. After 7 days, the grade will be considered final.

Academic Integrity

Cheating will not be tolerated. As a college student, you are expected to know and understand plagiarism and ethics guidelines concerning copyrights and the borrowing and citing of information. If you have questions about whether or

not you are plagiarizing, please come talk with me before you turn in an assignment. Depending on the seriousness of an incident, cheating will result in a reduction of a grade, failure of an assignment, failure of the course, or even expulsion from Westminster College.

The Westminster College of Undergraduate Academic Catalog (2012) states:

Westminster College of Salt Lake City operates on the assumption that all academic work is the honest product of each student's own endeavors. The faculty and staff at Westminster expect such integrity from the students, and violations are cause for disciplinary action, including suspension, probation, loss of credit, or expulsion from the college.

Academic dishonesty includes, but is not limited to, cheating, plagiarism, and furnishing false or misleading information to any faculty or staff member.

Cheating on written assignments includes plagiarism, unauthorized collaboration with others or submitting the same material for more than one class without authorization of the instructor.

Plagiarism includes borrowing information or ideas, whether directly quoted or paraphrased, from any source beyond one's first-hand experience and not acknowledging the source. The student must give credit for the material by identifying the source, using one of the generally accepted citation methods.

Students with Disabilities

Westminster College complies with Section 504 of the Rehabilitation Act of 1972 and the Disabilities Act and Amendments of 2009 (ADA AA) and does not discriminate against persons with disabilities. The college provides equal access in higher education to academically qualified students with physical, learning, and psychiatric disabilities. The Disability Services Program works with departments throughout the college to ensure that programs and facilities are accessible to all members of the college community. The college must provide reasonable accommodations to students who, by nature of the disability, are limited in accessing academic opportunities. In order to be eligible to receive services through the program, students need to complete the following steps:

- Disclose the nature of the disability to the program coordinator in the START Center.
- Provide current documentation from a qualified source verifying the impact of the disability. Appropriate documentation is necessary to verify eligibility and support requires for accommodations, academic modifications and/or other aids. Information is kept confidential according to federal guidelines.
- Once eligibility is established, students meet with the program coordinator to determine individualized accommodations. Students must provide reasonable notice to allow time for arrangement of accommodations.

RESOURCES

Images and Clip Art

iStockphoto: <http://www.istockphoto.com/index.php>

Veer: <http://www.veer.com/>

Artbitz: <http://artbitz.com/>

FotoSearch: <http://www.fotosearch.com/>

Jupiterimages.com: <http://www.jupiterimages.com/>

Getty Images: <http://www.gettyimages.com/>

Clipart: <http://www.clipart.com/en/index>

Web Clip Art (About.com): <http://webclipart.about.com/>

Sprixi: <http://www.sprixi.com/>

Graphic Design

Adobe Photoshop Support: <http://helpx.adobe.com/photoshop.html>

Layers Magazine (Photoshop Tutorials): <http://layersmagazine.com/category/photoshop>

Layers Magazine (InDesign Tutorials): <http://layersmagazine.com/category/indesign>

Absolute Cross (Photoshop Tutorials): <http://www.absolutecross.com/tutorials/photoshop>

Photoshop UserTV: <http://kelbytv.com/photoshopusertv/>

The Visual Communication Guy: <http://thevisualcommunicationguy.com>

COURSE CALENDAR

AUGUST

<p><i>August 21</i> Wednesday</p>	<p>In class Welcome to class. Syllabus and schedule. Get to know you. Familiarity with computers and classroom. Discuss Collection and Reflection Notebook (CRN), weekly reading quizzes, and Universal Principles of Design presentations.</p> <p>Homework -Read Williams-Design, Chapter 1 (pgs. 11 – 13) -Read “Aesthetic-Usability Effect” (on Canvas)</p>
<p><i>August 26</i> Monday</p>	<p>In class -Reading Quiz #1 -Aesthetic-Usability Effect _____ -Introduction to print design. - Watch “What is graphic design”? http://vimeo.com/14255194. -What is information design? Why do communication majors need to know graphic design principles? Introduction to CRAP principles.</p> <p>Homework +CRN #1 (Persuade) +Read Williams-InDesign, Chapter 1 (pgs. 3 – 16) +Read “Anthropomorphic Form” (on Canvas)</p>
<p><i>August 28</i> Wednesday</p>	<p>In class -Reading Quiz #2 -Anthropomorphic Form _____ -Getting to know InDesign (document setup, workspace, panels, tools, rulers, guides) -Introduction to Event Poster assignment -Workshop: redesign content on poster to gauge class abilities</p> <p>Homework +Read Williams-Design, Chapters 2 - 3 (pgs. 15 – 50) +Read Williams-InDesign, Chapter 2 (pages 19 – 38) +Read “Classical Conditioning” (on Canvas) +Begin Event Poster assignment +CRN #2 (Warn)</p>

COURSE CALENDAR

SEPTEMBER

<p><i>September 2</i> Monday</p>	<p>In class -Labor Day. No class.</p> <p>Homework +Enjoy the holiday</p>
<p><i>September 4</i> Wednesday</p>	<p>In class -Reading Quiz #3 -Classical Conditioning _____ -Alignment and Proximity -Text frames and formatting</p> <p>Homework +Read Williams-Design, Chapters 4 – 5 (pages 51 – 80) +Read “Closure” (on Canvas) +Continue working on Event Poster</p>
<p><i>September 9</i> Monday</p>	<p>In class -Reading Quiz #4 -Closure _____ -Contrast and Repetition -Workshop Event Poster</p> <p>Homework +Read Williams-Design, Chapter 6 (pages 81 – 90) and pages 119 – 122 (on flyers) +Continue working on Event Poster +CRN #3 (Instruct)</p>

COURSE CALENDAR

<p>September 11 Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #5 -Color _____ -Flyer design -Workshop Event Poster <p>Homework</p> <ul style="list-style-type: none"> -Finish Event Poster assignment; print out on 11x17 poster in full color -Begin reading Williams-Design, chapters 9 – 11 (pages 143 – 196)
<p>September 16 Monday</p>	<p>In class</p> <ul style="list-style-type: none"> +Turn in Event Poster assignment; showcase posters +Introduction to typography +Watch <i>Helvetica</i> <p>Homework</p> <ul style="list-style-type: none"> +Finish reading Williams-Design, chapters 9 – 11 (pages 143 – 196) +Read Williams-Type, pages xi – 29 +Read “Consistency” (on Canvas) +CRN #4 (Teach)
<p>September 18 Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #6 -Consistency _____ -Foundations in Typography (anatomy, points/picas, history, font types) -Introduction to Persuasive Brochure assignment <p>Homework</p> <ul style="list-style-type: none"> +Read Williams-Design, page 130 (on brochures) +Read Williams-InDesign, Chapter 3 (pages 39 – 62) +Read Williams-Type, Chapters 2 – 3 (pages 33 – 49) +Read Williams-Type, chapters 14 – 17 (pages 105 – 124) +Read “Exposure Effect” (on Canvas) +Begin working on Persuasive Brochure

COURSE CALENDAR

<p><i>September 23</i> Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #7 -Exposure Effect _____ -Working with spacing -Readability vs. Legibility <p>Homework</p> <ul style="list-style-type: none"> +Read Williams, Type, Chapters 4 – 14 (pages 51 – 103) +Read “Face-ism Ratio” (on Canvas) +Continue working on Persuasive Brochure +CRN #5 (Guide)
<p><i>September 25</i> Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #8 -Face-ism Ratio _____ -Punctuation -Expert Type <p>Homework</p> <ul style="list-style-type: none"> +Read Williams-InDesign, Chapter 7 (pages 131 – 162) +Read “Figure-Ground Relationship” (on Canvas) +Continue working on Persuasive Brochure
<p><i>September 30</i> Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #9 -Figure-Ground Relationship _____ -Graphics, shapes, effects, and using the Pen tool <p>Homework</p> <ul style="list-style-type: none"> +Practice working with the Pen tool and shapes +Read “Five Hat Racks” (on Canvas) +Continue working on Persuasive Brochure +CRN #6 (Generate Enthusiasm)

COURSE CALENDAR

OCTOBER

<p>October 2 Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Five Hat Racks _____ -Photoshopping images for InDesign, file formats <p>Homework</p> <ul style="list-style-type: none"> +Read Williams-InDesign, Chapter 8 (pages 163 – 182) +Read Williams-Design, Chapter 7 (pages 91 – 108) +Read McWade, pages 22 – 34 +Read “Framing” (on Canvas) +Continue working on Persuasive Brochure
<p>October 7 Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #10 -Framing _____ -Using color, choosing a color scheme, color codes <p>Homework</p> <ul style="list-style-type: none"> +Read “Hierarchy” (on Canvas) +Continue working on Persuasive Brochure +CRN #7 (List)
<p>October 9 Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Hierarchy _____ -Workshop Persuasive Brochures <p>Homework</p> <ul style="list-style-type: none"> +Continue working on Persuasive Brochure +Read “Highlighting” (on Canvas)
<p>October 14 Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Highlighting _____ -Workshop Persuasive Brochures <p>Homework</p> <ul style="list-style-type: none"> +Continue working on Persuasive Brochure +Read “Horror Vacui” (on Canvas) +CRN #8 (Itemize)

COURSE CALENDAR

<p>October 16 Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Horror Vacui _____ -Workshop Persuasive Brochures <p>Homework</p> <ul style="list-style-type: none"> +Finish Persuasive Brochure assignment. Due Monday.
<p>October 21 Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Turn in Persuasive Brochure assignment; showcase brochures -Introduction to Visual Identity Document Suite assignment -Watch <i>Milton Glaser: To Inform and Delight</i> <p>Homework</p> <ul style="list-style-type: none"> +Read Williams-Design, pages 109 – 118 +Read “Iconic Representation” (on Canvas) +CRN #9 (Incite Emotion) +Begin working on Visual Identity Document Suite
<p>October 23 Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Bonus Reading Quiz #11 -Iconic Representation _____ -Creating a package, résumé design <p>Homework</p> <ul style="list-style-type: none"> +Read “Mnemonic Device” (on Canvas) +Read “The Ultimate Guide to Logo Design: 50 Pro Tips”: http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221
<p>October 28 Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Bonus Reading Quiz #12 -Mnemonic Device _____ -Adobe Illustrator, Vector Graphics, Image Trace -Logo Design <p>Homework</p> <ul style="list-style-type: none"> +Continue working on Visual Identity Document Suite +Read “Ockham’s Razor” (on Canvas) +CRN #10 (Inspire or Entertain)

COURSE CALENDAR

October 30

Wednesday

In class

- +Ockham's Razor _____
- +Creating and following a style guide
- +Workshop Visual Identity Document Suite assignment

Homework

- +Read "Picture Superiority Effect" (on Canvas)
- +Continue working on Visual Identity Document Suite

NOVEMBER

November 4

Monday

In class

- Picture Superiority Effect _____
- Workshop Visual Identity Document Suites

Homework

- +Read "Propositional Density" (on Canvas)
- +Continue working on Visual Identity Document Suite

November 6

Wednesday

In class

- Propositional Density _____
- Workshop Visual Identity Document Suites

Homework

- +Continue working on Visual Identity Document Suite (due Monday)
- +Read "Red Effect" (on Canvas)
- +Read Williams-Type, pages 125 – 170

November 11

Monday

In class

- Bonus Reading Quiz #13
- Red Effect _____
- Introduction to Informational Booklet assignment
- Creating a multiple-page document
- Paying attention to the details (line breaks, hyphenation, captions, pull quotes, special effects)

Homework

- +Read Williams-InDesign, pages 14 – 15 and 110 – 128
- +Read "Rule of Thirds" (on Canvas)
- +Begin working on Informational Booklet

COURSE CALENDAR

<p><i>November 13</i> Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Bonus Reading Quiz #14 -Rule of Thirds _____ -Master pages and style sheets <p>Homework</p> <ul style="list-style-type: none"> +Read Williams-InDesign, Chapter 8 (pages 185 – 196) +Read “Similarity” (on Canvas) +Continue working on Informational Booklet
<p><i>November 18</i> Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Similarity _____ -Creative tidbits -Workshop Booklet assignment <p>Homework</p> <ul style="list-style-type: none"> +Read McWade, pages 53 – 130 +Read “Stickiness” (on Canvas) +Continue working on Informational Booklet
<p><i>November 20</i> Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Bonus Reading Quiz #15 -Stickiness _____ -McWade’s techniques -Workshop Pamphlet assignment <p>Homework</p> <ul style="list-style-type: none"> +Continue working on Informational Booklet +Read “Storytelling” on Canvas

COURSE CALENDAR

<p><i>November 25</i> Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Storytelling _____ -Workshop Booklet assignment <p>Homework</p> <ul style="list-style-type: none"> +Compile Collection and Reflection Notebook assignment (Due Monday) +Complete draft of Pamphlet, bring copy to class Monday for peer review +Read "Symmetry" (on Canvas)
<p><i>November 27</i> Wednesday</p>	<p>Thanksgiving break. No class.</p>
<h2>DECEMBER</h2>	
<p><i>December 2</i> Monday</p>	<p>In class</p> <ul style="list-style-type: none"> -Turn in Collection and Reflection Notebooks -Symmetry _____ -Booklet peer review in class <p>Homework</p> <ul style="list-style-type: none"> +Complete final draft of Booklet assignment (due Wednesday)
<p><i>December 4</i> Wednesday</p>	<p>In class</p> <ul style="list-style-type: none"> -Turn in Informational Booklet assignment; showcase booklets -Final exam study session. <p>Homework</p> <ul style="list-style-type: none"> -Study for final exam.
<p><i>December 13</i> Friday</p>	<p>Final Exam, 12:00 - 1:50.</p>