

COMM 367 Layout and Design

Fall 2011

WH316

Lecture: MWF 9:00-9:50

Lab: T or Th 2:00-4:00

Instructor: Chris Goble

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or by appt.

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Text: Macario, J. (2009) *Graphic Design Essentials*, Upper Saddle River, NJ: Pearson: Prentice Hall.
Summers, K. & Summers M. (2005) *Creating Websites that Work*. Boston: Houghton Mifflin.

Course Description: A study of graphic design and layout concepts as it applies to print and electronic communication. Applications include website design and maintenance, the creation and implementation of media projects (promotional graphics, printed materials, photo-illustrations). Combines application of communication theory with practice in developing successful projects. Prerequisite: Communication and Theatre Arts 101 . (Four Credits)

Course Materials Needed: Each student will need to buy a USB drive with at least 2 GB of memory.

Course Goals:

1. Be able to use print and multi-media production equipment to create quality productions.
2. Be able to write/recognize/design good quality multimedia messages (promotions, web-content, print materials)
3. Be able to technically critique multi-media messages.
4. Be able to create web-based media messages.
5. Understand the complex nature of multi-media production and the need for clear group communication throughout the whole process.

Attendance Policy: COME TO CLASS! The other students are counting on you for their projects.

After three un-excused absences for a lecture or lab, your grade will drop one letter grade.

Excused absences include illnesses, a death in the family, an official school activity. Call or email ahead to let me know if you are going to be absent.

Late or Missed Work: Work that is turned in late will be penalized one letter grade for every class meeting its late. Missed work may be made up for excused absences.

Learning Environment Expectations: Each student is expected to conduct themselves properly in class. If a student is causing a disruption, he/she will be asked to leave and will lose credit for the day. If a student is caught cheating on tests or turning in work that is not your own, that student will fail the assignment and the offence will be reported to the proper authorities.

Cell Phones & Pagers: Vibrate Please! Set them on non-audible or shut them off in class.

They are very disruptive to the instructor and the other students.

Americans with Disabilities Act: Student with disabilities who need accommodations to achieve course objectives should immediately contact the instructor.

Plagiarism: According to Webster's, to plagiarize is "to steal or pass off the ideas or words of another as one's own... to use created productions without crediting the source... to commit literary theft... to present as new or original an idea or product derived from an existing source." Students handing in any work that is not their own will receive an "F" on the assignment.

Use of Student Work for Distribution: As a student in this class, you on behalf of yourself, your heirs, executors, and administrators authorize Monmouth College, the Department of Communication and Theatre Arts, and the professor of this course to use live or recorded on tape, film, or otherwise your name, voice, likeness, performance, and produced materials for television distribution throughout the world and for audiovisual, web and general education purposes in perpetuity.

Equipment Use Policy: The student taking equipment agrees to return the equipment in the same condition it left. Students are responsible, financially, for all damage to the equipment while they have it checked out. Mistreatment of equipment and late return will cause suspension of equipment check out rights and a 10% reduction in the grade for that assignment.

Course Assignments

I. Text-Software Skills:	1. Introduction (SS#1)	5 points
	2. Design Elements (SS# 2.1, 2.2, 2.3)	5 points
	3. Typography (SS# 3.1, 3.2, 3.3, 3.4, 3.5)	5 points
	4. Images (SS#4.1, 4.2)	5 points
	5. Layout (SS# 5.1, 5.2)	5 points
	6. Logo Design (SS#6)	5 points
	7. Visual Themes (SS#7)	5 points
	8. HTML Practice Handout	5 points
	9. Dream weaver Practice Handout	<u>5 points</u> 45 points
II. Portfolio Projects:	1. Photoshop Path Layout-Advertisement	20 points
	2. Illustrator Logo Design	20 points
	3. In-Design CD Package Design	20 points
	4. Web-site Portfolio	<u>15 points</u> 75 points
II. Group Project:	1. Web-site & Presentation	100 points
	2. Graphic Web Banner & Navigation Buttons	50 points
	3. Promotional Newsletter	25 points
	4. Organizational Poster/Flyer	<u>25 points</u> 200 points
III. Written Work:	1. Application Papers/Presentations (5 @ 10 points each)	50 points
	2. Technical Criticism	<u>30 points</u> 80 points
Grading Scale:	Your final grade will be determined on the following scale	
	100-95% A	94-90% A-
	89-87% B+	86-84% B
	79-77% C+	76-74% C
	69-67 D+	66-64% D
	below 59% F	63-60% D-

Daily Course Schedule
(subject to change)

Date	Topic	Assignments Due	Readings Due
8/22	No Class		
8/24	Syllabus and Class Intro		
8/26	Intro to Design		M- Ch. 1
LAB	<i>SS#1 Photoshop</i>		
8/29	Elements of Design		M- Ch. 2
8/31	Elements of Design cont.		
9/2	Art Theory for Web Design		Golbeck Handout
LAB	<i>SS #'s 2.1, 2.2, 2.3</i>		
9/5	Typography		M- Ch. 3
9/7	Typography cont.	Application Paper #1	
9/9	Website Groups and Topics		
LAB	<i>SS#'s 3.1 thru 3.5</i>		
9/12	Images		M- Ch. 4
9/14	Images cont.	Application Paper #2	
9/16	Website Goals and Requirements	Group Project Topic	S- Ch. 1 & 2
LAB	<i>SS #'s 4.1 & 4.2</i>		
9/19	Layout		M- Ch. 5
9/21	Layout cont.	Application Paper #3	
9/23	Review of Groups Website Goals	Group Goals Sheet	
LAB	<i>SS #'s 5.1 & 5.2</i>		
9/26	Logo Design		M- Ch. 6
9/28	Logo Design cont.	Application Paper #4	
9/30	No Class-Project Review	Path Layout Ad-Draft	
LAB	<i>SS# 6</i>		
10/3	Visual Themes		M- Ch. 7
10/5	Visual Themes cont.	Application Paper #5	
10/7	No Class-Project Review	Logo Design-Draft	
LAB	<i>SS# 7</i>		
10/10	No Class- Fall Break		
10/12	Web Design Process		
10/14	No Class-Project Review	CD Package-Draft	
LAB	No Class		

10/17	Web Design Process cont.		
10/19	Info. Architecture & Navigation		S- Ch.3
10/22	Visual Design for the Web	Group Flow Chart	S- Ch.4
LAB	<i>HTML & Dream weaver Practice</i>		

10/24	Web and Promotional Writing	Group Page Sketch	S- Ch. 5
10/26	Web and Promotional Writing cont.	<i>Mentoring Day</i>	Sammons Handout
10/28	No Class-Project Review	Portfolio-Draft	
LAB	<i>Portfolio Work Day</i>		

10/31	<i>Group Project Work</i>		
11/3	<i>Group Project Work</i>	Website Portfolio Due	
11/4	Project Review in Class	Web Elements-Draft	
LAB	<i>Group Project Work</i>		

11/7	<i>Group Conferences with Prof.</i>		
11/9	<i>Group Conferences with Prof.</i>		
11/11	Project Review in Class	Home Page-Draft	
LAB	<i>Group Project Work</i>		

11/14	Critiquing a Web-site		S- Ch. 6
11/16	Technical Criticism	Rough Web-site Due	
11/18	Technical Criticism cont.		
LAB	<i>Group Project Work</i>		

11/21	<i>Group Project Work</i>	Tech. Crit. Report Due	
11/23	No Class- Thanksgiving Break		
11/25	No Class- Thanksgiving Break		
LAB	No Class- Thanksgiving Break		

11/28	<i>Group Project Work</i>		
11/30	<i>Group Project Work</i>		
12/2	<i>Group Project Work</i>		
LAB	<i>Group Project Work</i>		

12/5	<i>Group Project Work</i>		
12/7	Class Wrap-up	Web-site Due	
12/9	Finals Begin- No Class		
LAB	No Class		

12/12	Web-site Presentations		
	Monday 12/12 1 p.m.		

Web-site Portfolio-Individual Project

Requirements:

Produce a web-based portfolio of your individual work in this class. The web-page needs to be designed with simple links to the 3 project pages (advertisement, logo, CD package). The project pages need to include a short paragraph or two explaining the project's meaning and the process of creating it. The finished project and accompanying files need to be mastered onto a CD-R with your name on the label.

Grading:

Total- 75 points

15 points	Website (free from errors, working links, appealing design, etc.)
20 points	Photoshop Path Layout-Advertisement
20 points	Illustrator Logo Design
20 points	In-Design CD Package Design

Photoshop Path Layout-Advertisement

Requirements:

Produce Flyer-Advertisement on any product using path layout and incorporating a digital photo which you have taken. The advertisement needs to be created in Photoshop and saved as a .jpg file. Manipulate the photo in any way that serves the purpose. You may need to include other short text information if it is appropriate to the advertisement but keep it short.

Grading:

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Creativity & Appeal (interesting, target right audience, etc)

Illustrator Logo Design

Requirements:

Produce a graphic logo for some organization, concept or idea. The logo needs to incorporate basic design elements. The logo needs to be created in Illustrator and exported as a .tiff and .jpg files.

Grading:

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Creativity & Appeal (interesting, target right audience, etc)

In-Design CD Package Design (Design Project #6, page 182, in the Macario Text)

Requirements:

Produce a CD package design for your favorite music or a compilation of your favorite music. The CD package needs to be created in In-Design and mastered as a .pdf file. It must include a photo and logo you created.

Grading:

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Creativity & Appeal (interesting, target right audience, etc)

Layout and Design Rating Scale

Name _____

Individual Project- Website Portfolio

Traits	Comments	Score
Website: Free from errors? Functional links? Clear flow of ideas? Appealing design?		15

Project # 1 Photoshop Path Layout-Advertisement

Traits	Comments	Score
Basic Design: Line, Shape, Value & Color, Texture, Shape, Balance, Proximity, Unity, Emphasis, Rhythm		5
Image Clarity: Color Balance, Message Clarity, Suitable Font Choice		5
Production Mechanics: Proper use of program, Good picture quality, Properly mastered		5
Creativity and Appeal: Interesting, Targeted to the right audience, Appealing to the eye		5

Project # 2 Illustrator Logo Design

Traits	Comments	Score
Basic Design: Line, Shape, Value & Color, Texture, Shape, Balance, Proximity, Unity, Emphasis, Rhythm		5
Image Clarity: Color Balance, Message Clarity, Suitable Font Choice		5
Production Mechanics: Proper use of program, Good picture quality, Properly mastered		5
Creativity and Appeal: Interesting, Targeted to the right audience, Appealing to the eye		5

Project # 3 In-Design CD Package Design

Traits	Comments	Score
Basic Design: Line, Shape, Value & Color, Texture, Shape, Balance, Proximity, Unity, Emphasis, Rhythm		5
Image Clarity: Color Balance, Message Clarity, Suitable Font Choice		5
Production Mechanics: Proper use of program, Good picture quality, Properly mastered		5
Creativity and Appeal: Interesting, Targeted to the right audience, Appealing to the eye		5

Total Points (75) _____

Letter Grade _____

Web-site-Group Project

This project is to help students use all the aspects of design and layout to complete a web-based project.

Requirements:

Produce a web-site that promotes a certain campus organization. The site pages and accompanying files will be saved to a CD-R. Also, each group needs to turn in their web-site planning storyboard (goals, flow chart and page sketch) and appropriate paperwork (release forms).

Grading:

Total- 200 points

10 points	Web-site Storyboard & Paperwork (proper format, clear, concise, complete, etc.)
15 points	Home Page (title element, author info, navigation bar, etc.)
15 points	Page Navigation Controls (logical, consistent, functional, etc.)
5 points	Location Indicators (page banners, headers, etc.)
15 points	Web-site Copy (clear, correct, concise, readable, web-friendly, etc.)
10 points	Creativity and Appeal (interesting, target right audience, pleasing to the eye, etc.)
10 points	Group Participation Survey (rating of participation by other group members)
50 points	Graphic Web Banner & Navigation Buttons (see individual description)
25 points	Promotional Newsletter Link/Project (see individual description)
25 points	Organizational Poster/Flyer Link/Project (see individual description)
20 points	Website Pitch Presentation (see individual description)

Graphic Web Banner and Navigation Buttons

Requirements:

Created using a combination of Illustrator and Photoshop, each website must include an appropriate graphic banner for the top of each website page to identify the organization and graphic navigation buttons for the website's main navigation. You will need to incorporate a logo for the organization in the banner (either one the organization already has or one you create). These files should be mastered as either .jpg or .gif. Back up your files onto CD-R for turning in as a rough draft.

Grading:

Banner

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Message Clarity (clear idea, easy to understand, etc.)
5 points	Creativity & Appeal (interesting, target right audience, etc)

Navigation Buttons

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Message Clarity (clear idea, easy to understand, etc.)
5 points	Creativity & Appeal (interesting, target right audience, etc)

Promotional Newsletter

Requirements:

Produce a newsletter for your organization. The newsletter should be based on the idea that this would be sent out monthly by the organization. The newsletter needs to incorporate pictures and a graphic logo for the organization (the same logo you are using throughout the site). The newsletter needs to be created in In-Design at print resolution published as a .pdf. The newsletter needs to appear as a link in an appropriate section of the website. Back up your files onto CD-R for turning in as a rough draft.

Grading:

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Message Clarity (clear idea, easy to understand, etc.)
5 points	Creativity & Appeal (interesting, target right audience, etc)

Organizational Poster/Flyer

Requirements:

Produce an organizational poster/flyer promoting your organization. The poster/flyer can either be about the general organization or can focus on a single event. The poster/flyer needs to incorporate pictures and a graphic logo for the organization (the same logo you are using throughout the site). The poster/flyer needs to be created in In-Design at print resolution published as a .pdf. The newsletter needs to appear as a link in an appropriate section of the website. Back up your files onto CD-R for turning in as a rough draft.

Grading:

5 points	Basic Design (line, shape, color, proximity, alignment, etc.)
5 points	Image Clarity (color balance, message clarity, font choice, etc.)
5 points	Production Mechanics (program use, picture quality, etc)
5 points	Message Clarity (clear idea, easy to understand, etc.)
5 points	Creativity & Appeal (interesting, target right audience, etc)

15-20 minute Website Pitch Presentation (20 points)

Requirements:

1. Discuss Owner/User Goals
2. Discuss the Creative Strategy (design element choices, site personality, and information architecture)
3. Discuss & View Media Elements of the Site (banner, buttons, newsletter, & flyer)
4. Website Demonstration
5. Discuss How This Website Meets the Goals

Layout and Design Rating Scale

Names: _____ Group Project- Website

Traits	Comments	Score
Storyboard: Proper style? Clear, concise and accurate representation of ideas through pictures and words? Proper format?		10
Home Page: Attractive title element? Author and last updated information? Is the navigation bar easy to find and use? Graphic elements incorporated?		15
Navigation: Logical page progression? Clear structure? Functional links? Link's name leads to obvious content? Consistent controls (style and location) from page to page?		15
Location Indicators: Page banners? Navigation text and banner the same? Page headers?		5
Web-site Copy: Clear? Correct information? Concise information? Readable? Web-friendly? Brief and to the point? Consistent style from page to page? Correct spelling and grammar?		15
Creativity and Appeal: Does it follow correct graphic design principles? Does it target the right audience? Is it relevant? Is it interesting or provocative?		10
Group Member Participation Survey		10

Project #1 Graphic Web Banner & Navigation Buttons

Banner

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		5
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		5
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		5
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		5
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		5

Navigation Buttons

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		5
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		5
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		5
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		5
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		5

Project #2 Promotional Newsletter

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		5
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		5
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		5
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		5
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		5

Project #3 Organizational Poster/Flyer

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		5
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		5
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		5
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		5
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		5

Project #4- 15-20 minute Group Presentation

Portfolio Presentation: Discussion of main idea of site and explanation of how it all fits together? Demonstration of portfolio? Clear and concise explanation of portfolio? Description of the selling points of each piece?		20
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Total Points (200) _____

Letter Grade _____