

**PALOMAR COLLEGE  
COURSE OUTLINE OF RECORD FOR  
DEGREE CREDIT COURSE**

Transfer course     A.A. degree applicable course

(check all that apply)

**COURSE NUMBER AND TITLE:** Art 215 - Introduction to Layout Design

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 96

**BASIC SKILLS REQUIREMENTS:**

Appropriate language skills.

**ENTRANCE REQUIREMENTS:**

**PREREQUISITE:** none

**COREQUISITE:** none

**RECOMMENDED PREPARATION:** Art 110 and Art 111

**SCOPE OF COURSE:**

Introduction to the grid technique of layout design. Professional standards and attitudes will be practiced while learning layout aesthetics. Designing and assembly with hand skill techniques will be emphasized.

**SPECIFIC COURSE OBJECTIVES:**

Successful students will be able to:

1. produce layouts by coordinating pictorial elements and typography;
2. use aesthetic and practical decision making in all assignments;
3. communicate specified information in appropriate images;
4. analyze advertising markets/demographics;
5. choose appropriate typefaces for specified clientele images;

6. compare and contrast aesthetic changes in layout retrospectively;
7. employ psychology in creating advertising layouts.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

- I. Principles of layout
  - A. applied aesthetics
  - B. methods of physical production
  - C. purpose
    - (1) entertainment
    - (2) conveying information
    - (3) advertising sales
      - (a) client identity
      - (b) market research

II. Layout forms

- A. printed pictorial
- B. non-pictorial
  - (1) natural
  - (2) architectural
  - (3) musical
  - (4) literary

III. Layout and use styles

- A. typographic
- B. photograph
- C. illustrative

IV. The use of materials

- A. standard commercial mediums
- B. traditional fine art mediums
- C. creative application of non-art materials

**REQUIRED READING:**

None

**SUGGESTED READING:**

Torin, Douglas. The Complete Guide to Advertising. Secaucus: Chartwell Books, 1985.

Thomas, Russell and Verrill Glenn. Otto Klippner's Advertising Procedure. Englewood: Prentice Hall, 1988.

Print Regional Annual.

## **REQUIRED WRITING:**

Students will write advertising copy and present a two page written analysis of a product and market prior to drawing an advertising layout.

## **OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short- term classes.**

All assignments involving conceptualization are begun in class, continued at home and in following class meetings. Meetings involving the use of specific materials and techniques begin in class and are completed at home. Research assignments are done outside of class in libraries, bookstores, art supply stores and various other locations depending upon the visual and textual information needed for producing a layout. Select assignments require the student to make a verbal and visual presentation in class.

## **INSTRUCTIONAL METHODOLOGY:**

### **Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

Directed exercises in class and lecture. Frequent critiques and open classroom exchange of ideas.

**This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376 and 55378.**

Yes  No

**If yes, check all that apply. (See guidelines for preparation for course outline of record for definitions.)**

- telecourse
- mediated instruction
- computer assisted instruction

**GRADING POLICY AND STANDARDS** (include methods of determining whether students have met the stated objectives):

Each instructor evaluates on the basis of individual projects, a portfolio of selected works from the semester, or a final project. Participation and personal growth are also factors. Grading is as follows:

20% - aesthetics; 20% - skill in the use of materials; 20% - successful communication; 15% - verbal participation; 15% - participation; 10% - written assignment.

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 2.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

58161 (C) (2) (A)

**CONTACT PERSON:** Steve Miller, extension 2309

**SIGNATURES:**

SIGNATURES ON FILE

5/95: OUTDEG.FRM