

Montgomery County Community College
ART 149
Page Layout and Design
3-2-2

COURSE DESCRIPTION:

A comprehensive course focusing on the exploration and management of text in specific design problems with a concentration on the grid, visual hierarchy, legibility and clarity of conceptual communication. Special emphasis will be placed on the complex interplay of visual meaning and form, style, and readability of typographic treatments. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

REQUISITES:*Previous Course Requirements*

- ART 148 Graphic Design Applications

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Demonstrate skills in typography and page design.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
2. Demonstrate a working knowledge of the physical properties of the media addressed in the studio.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Demonstrate proficiency in the software and other technology addressed in the studio.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
4. Illustrate an understanding of the basic concepts of page layout as demonstrated in cumulative studio activities.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
5. Analyze visual content and hierarchy.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
6. Integrate perceptual skills with experimentation and individual expression.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
7. Employ expanded visual vocabulary through various assignments.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Portfolio Assessment

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
8. Articulate, both verbally and in writing, critical assessment of the aesthetics of design in print media.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques Portfolio Assessment
9. Understand the visual language of graphic design through dialogue generated by classroom discussions, demonstrations, critiques, and outside reading assignments.	Studio Work Lectures Demonstrations Student Presentations and Exhibitions Discussions and Critiques Assigned Readings Multimedia Materials Research	Reviews Individual and Group Critiques

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Course Introduction
2. File Management
3. Page Layout Software
4. Designing for Print Media
5. Preparing files for Printing/Output
6. Troubleshooting Files
7. Integrating Scanned Artwork and Photographs
8. Digital Imaging Software
9. Creating Documents Utilizing Multiple Software Applications

LEARNING MATERIALS:

No required textbook.

Incidental art supplies and digital storage media. Complete materials list to be supplied by the instructor.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Frank Short	Date: 9/1998
Revised by: Frank Short	Date: 4/2001
Revised by: Frank Short	Date: 4/2008
Revised by: Frank Short	Date: 2/9/2012
Revised by: Frank Short	Date: 2/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/18/2013
Revised by: Frank Short	Date: 8/7/2017
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 8/7/2017
Revised by: Debbie Dalrymple	Date: 12/17/2017
VPAA/Provost or designee Compliance Verification:	Date: 12/19/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.