



Course Number and Title: VSC 210 Layout Graphics

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

VSC 160 or VSC 161

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course covers the history of type and typesetting and modern methodologies, principles, and aesthetics of good typographic design using Adobe InDesign, Illustrator, and Photoshop. Topics include InDesign document planning and communication, page layout, interactive document design, publishing, and delivery. Upon successful completion of this course, students are prepared to take the Adobe Certified Associate InDesign exam.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

Materials for this course will vary based on the individual solutions developed by the student in response to project assignments. The instructor will provide a specific list during the initial classes but the materials below have proven useful for most VSC courses.

Black Matte Board (several sheets)

Utility knife or X-ACTO knife and extra blades

8x10 hardbound sketchbook

Flash drive or cloud storage account

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using the Macintosh platform. (CCC 2, 4, 5, 6; PGC AAD 2; MMD 2; PHI 2)
2. Apply the basic elements and principles of design. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5; MMD 3, 4, 5; PHI 3, 4, 5)
3. Apply project planning, project management, copyright and fair use, and teamwork principles to print and digital media design. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6; MMD 1, 3, 4, 5, 6; PHI 1, 3, 4, 5, 6)
4. Use Adobe InDesign software to create and edit page layouts and interactive document designs and publish and deliver InDesign documents. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
5. Create, export, and archive page layouts using Adobe InDesign. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
6. Create InDesign layouts incorporating imported Photoshop and Illustrator images and graphics for web, print, and video. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
7. Create, present, and defend designs, layouts, and technical merits of work, and use constructive criticism in formal critiques to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6; MMD 2, 3, 4, 5, 6; PHI 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Access, use, and store data using the Macintosh platform.
 1. Use the various operational basics of the Macintosh system.
 2. Create and store files in proper areas.
2. Apply the basic elements and principles of design.
 1. Identify commonly used image resolutions, sizes, and file formats, and discuss their use in web, video, and print media.
 2. Discuss design principles, elements, and image composition.
 3. Manipulate typography size, tracking, kerning, leading, line length, and voice.
 4. Use symbols and representative graphics.
 5. Define key terminology associated with page layouts.
3. Apply project planning, project management, copyright and fair use, and teamwork principles to print and digital media design.
 1. Interpret the purpose, audience, and audience needs for preparing images that meet design brief requirements.
 2. Communicate design plans with other members of the design team and clients.
 3. Discuss standard copyright rules for images and image use.
 4. Describe project management tasks and responsibilities.
 5. Create a review and redesign cycle based on feedback.
4. Use Adobe InDesign software to create and edit page layouts and interactive document designs and publish and deliver InDesign documents.
 1. Create multiple-page documents.
 2. Use paragraph and character text styles in multipage documents.
 3. Use frames in a page layout.
 4. Import and add text to a page layout.
 5. Import graphics, images, and video content to a page layout.
 6. Create page elements using InDesign tools.
 7. Add interactive elements to a document using InDesign tools.
 8. Identify elements of the InDesign interface, and explain their functions.
 9. Use non-printing guides design tools in the interface.
 10. Select the appropriate features and options required to manage colors.
 11. Use layers to manage a design.
 12. Export, package, save, and organize files.
5. Create, export, and archive page layouts using Adobe InDesign.
 1. Prepare page layouts for publishing to print.
 2. Prepare page layouts for export to multi-screen devices.
6. Create InDesign layouts incorporating imported Photoshop and Illustrator images and graphics for web, print, and video.
 1. Import raster based files (jpeg, tiff, psd, png), vector based files (eps, ai), and video-based files (mov) into an InDesign layout.
7. Create, present, and defend designs, layouts, and technical merits of work, and use constructive criticism in formal critiques to make improvements.
 1. Mount, matte, or otherwise display work for presentation.
 2. Present design in a formal critique.
 3. Incorporate constructive criticism to make improvements.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design and interactive graphics into cohesive problem solving techniques for interactive/web assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize components of media delivery solutions into cohesive presentations that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.