



Course Number and Title: VSC 278 Advanced Layout and Illustration

Campus Location:

Dover

Effective Date:

2021-51

Prerequisite:

VSC 160, VSC 161, VSC 210

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course provides individualized work on a practical field assignment or specified series of advanced typographical layout and illustrative assignments that prepare students for entry into the advertising design and/or illustrative profession.

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:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform. (CCC 2, 4, 5, 6; PGC AAD 2)
2. Apply the elements and principles of design to illustrations, multiple page typographical layouts, and/or advertisement designs. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5)
3. Develop assignment proposals, and apply project management, copyright and fair use, and teamwork to design projects. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6)
4. Create multiple page layouts and/or branded campaigns using materials that express issues pertaining to a given creative brief and/or stakeholder subject matter. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
5. Prepare and present work-in-progress review to the client. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)
6. Prepare and present formal concept presentations to the client, and use constructive criticism to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 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 a Macintosh or personal computer (PC) based platform.
 1. Use the various operational basics of a Macintosh or PC system.
 2. Create and store files in proper areas.
2. Apply the elements and principles of design to illustrations, multiple page typographical layouts, and/or advertisement designs.
 1. Produce images using resolution, image size, and image file format for web and/or print.
 2. Apply design principles, elements, and image composition.
 3. Define key terminology of digital images.
3. Develop assignment proposals, and apply project management, copyright and fair use, and teamwork to design projects.
 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, peers, and clients.
 3. Discuss standard copyright rules for images and image use.
 4. Discuss project management tasks and responsibilities.
 5. Create a review and redesign cycle based on feedback.
4. Create multiple page layouts and/or branded campaigns using materials that express issues pertaining to a given creative brief and/or stakeholder subject matter.
 1. Use a variety of media and advanced typography techniques to solve publication design assignments.
 2. Use master pages and assets within multipage layouts.
 3. Use illustrative techniques to solve multipage assignments.
5. Prepare and present work-in-progress review to the client.
 1. Produce working drafts for a client.
 2. Present working drafts of project to the client.
6. Prepare and present a formal concept presentation to the client, and use constructive criticism to make improvements.
 1. Display work for presentation.
 2. Present concept design in a formal critique.
 3. Incorporate constructive criticism to make improvements.

Evaluation Criteria/Policies:

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	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.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Formative Assessments (Observation Assessments) equally weighted	25%
Summative Assessments (Projects) equally weighted	75%
TOTAL	100%

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):

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.