



South Central College

GCC 1130 Layout and Typography

Course Outcome Summary

Course Information

Description	Students will be introduced to the conceptual planning process used in layout and design. Students will understand that type as well as graphics are important design elements of a layout. It will be demonstrated how type interacts with graphics in a layout. Layout principles, color, proofing and preparing literature for output and printing will also be included in this course. (Prerequisites: Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher)
Total Credits	3
Total Hours	80

Types of Instruction

Instruction Type	Credits/Hours
Lecture	1/16
Lab	2/64

Pre/Corequisites

Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher

Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Use industry-accepted English language styles.

Learning Objectives

Differentiate among writing styles such as AP, APA, MLA, etc.
Correct written errors according to various format styles.

2. Use industry-accepted proofreading skills.

Learning Objectives

Proofread for grammatical errors.
Correct live copy against proofread copy to digital copy.

Use industry-accepted proofreaders' marks.

3. Perform basic arithmetic calculations.

Learning Objectives

Add, subtract, multiply, and divide whole numbers.
Add, subtract, multiply, and divide fractions and decimals.
Convert fractions to decimals and vice versa.
Convert inches to pica and point system and vice versa.

4. Use industry tools and equipment for measurements and sizing photos.

Learning Objectives

Size (reduce and enlarge) artwork proportionally.
Calculate percentage of reduction/enlargement of artwork.
Use proportion wheel for sizing artwork.
Read and use a ruler - inches, picas, points, metric.

5. Explain the history of type.

Learning Objectives

Explain timeline of type development - pictograms, ideograms, phonograms, the alphabet, movable type.
Highlight significant historical typographical events.
Explain and use typographical terminology.
Differentiate between hot type and cold type era.

6. Differentiate among font technologies and architectures.

Learning Objectives

Compare the font technologies of OpenType, TrueType, Postscript, etc. fonts.
Utilize font book to enable / disable / duplicate fonts.
Identify potential font incompatibilities and problems among the font technologies.

7. Explain the anatomy of type

Learning Objectives

Describe the character components of type - ascender, descender, x-height, counter etc.
Describe type basic shapes - triangle, square, circular.

8. Explain type families and styles.

Learning Objectives

Differentiate type family classifications - serif, sans serif, script.
Explain and use various type styles within the type families - regular, bold, italic, condensed, etc.
Demonstrate the use of mixing font families.
Demonstrate appropriate font size usage for body copy, titles, subtitles, etc.

9. Differentiate among the various design elements.

Learning Objectives

Explain the impact of Space within a layout.
Explain the impact of Lines within a layout.
Explain the impact of Shapes within a layout.
Explain the impact of Value within a layout.
Explain the impact of Texture within a layout.
Explain the impact of Color within a layout.
Create layouts utilizing some of these design elements.

10. Differentiate among the various design principles.

Learning Objectives

Explain and create layouts with Balance - symmetrical, asymmetrical.
Explain and create layouts with Unity - repetition, variety and rhythm.
Explain and create layouts with Emphasis - contrast, focal point.

11. Prepare layouts with various design techniques.

Learning Objectives

Differentiate among the various layout techniques - mondrian, picture/window, copy-heavy, frame layout, circus layout, multipanel layout, silhouette layout, rebus layout.

Utilize the various layout techniques - mondrian, picture/window, copy-heavy, frame layout, circus layout, multipanel layout, silhouette layout, rebus layout.

12. Utilize various tools and techniques to assist with layout preparation.

Learning Objectives

Demonstrate the use of scale, cropping and proportion for elements on a layout.

Demonstrate the use of underlying grids for placement of elements on a layout.

13. Prepare conceptual drawings - the first step in the planning process.

Learning Objectives

Demonstrate the use of thumbnail sketches.

Practice drawing thumbnail sketches.

Use thumbnail sketches in planning a project.

14. Demonstrate the use of type editing features.

Learning Objectives

Demonstrate the use of kerning / tracking / spacing type.

Demonstrate scaling type - horizontal/vertical scaling, etc.

Demonstrate other typographical features within the various character / paragraph formatting palettes.

15. Explain and create a corporate identity.

Learning Objectives

Research logos and corporate identities.

Differentiate between trademark and copyrights.

Explain logo planning procedures - logo type, symbol, symbol and type.

Create thumbnail sketches for logo.

Create digital corporate identity logo.

Evaluate corporate identity logo.

16. Create various layouts.

Learning Objectives

Review types of layouts.

Research the project - review the graphic/type balance.

Start the planning process with thumbnail sketches.

Design a comprehensive/mock-up.

Evaluate the mock-up.

Create the layout with the various software packages.

Evaluate final layout.

17. Differentiate among the various color models and color applications.

Learning Objectives

Differentiate among the various color models - CMYK/RGB/HSB/lab, etc.

Demonstrate the use of spot color.

Demonstrate the use of process color.

Demonstrate and create the color wheel.

Explain the implications of color personality, mood and color combinations.

18. Differentiate among the various file formats and naming files.

Learning Objectives

Demonstrate setting up a project filing system.

Differentiate among the different file formats and their uses.

Explain the importance of appropriate file naming.

19. Compose projects and files for appropriate output and printing preparation.

Learning Objectives

Review color modes - CMYK, RGB, spot color, etc.
Manipulate the various resolution settings.
Demonstrate appropriate bleed settings.
Utilize color separation previews.
Preflight projects within the various software packages.
Package and update project files.
Manipulate export settings for creating PDF files.
Explain the various outputs of the printing process.

20. Utilize scanners for digital reproduction.

Learning Objectives

Scan bitmap/line art, grayscale, color photos.
Manipulate various scanner functions to produce digital files.
Differentiate among PPI, LPI and DPI relationships.

21. Utilize digital camera for digital reproduction.

Learning Objectives

Manipulate digital camera settings to produce digital photos.
Explain terminology associated with digital cameras, i.e. megapixel, resolution, etc.
Upload digital files on computer to manipulate digital photos.
Explain how quality is retained with digital files from a digital camera.

22. Demonstrate industry-related work ethics and habits.

Learning Objectives

Maintain clean work area and be responsible for weekly cleaning assignments.
Explain the need for recycling habits within the printing industry.
Recycle consumables that can not be discarded in the trash.
Explain the impact and efforts of sustainability initiatives within the design community.

23. Develop healthy working relationships with class peers.

Learning Objectives

Explain the importance of being part of a team.
Cooperate with team members.
Recognize and utilize the strength of others in the class and labs.

24. Utilize the network and other storage devices for saving files in the individual student folder.

Learning Objectives

Discuss the hierarchical method of folders and files.
Develop organizational skills for filing electronic data.
Save files and supporting documents as instructed.
Explain the relationship of bits, bytes, kilobytes, megabytes, etc.
Differentiate among various storage devices.

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