

LAYOUT CONCEPTS / ART 3372 *Leila Yarian*

SYLLABUS

INFORMATION

Instructor: Leila Yarian, Assistant Professor Graphic Design
Office Location: Carr EFA 240
Office Hours: Wednesday 8:00 a.m. to 11 a.m., Tuesday 8:30 a.m. to Noon, Thursday 8:30 a.m. to Noon.
Office Phone: (325) 486-6678
Email: lyarian@angelo.edu

Please feel free to contact me through email or make an appointment to see me. I am here to help.

CLASS INFORMATION

Credit hours: 3.0
Meeting times: Monday, Wednesday, and Friday 11:00 a.m. till 12:45 p.m.
Meeting location: CARR 202 Mac Lab

SYLLABUS CHANGE POLICY

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

REQUIRED ITEMS

A PC or MAC that meets the hardware requirements for Adobe Creative Cloud.
A subscription to Adobe Creative Cloud (InDesign)

RECOMMENDED TEXT BOOKS

- *1. Explorations in Typography Book by Carolina De Bartolo, Erik Spiekermann, and Stephen Coles, ISBN: 978-0984370702
- *2. Adobe InDesign Classroom in a Book (2022 release), by Kelly Anton and Tina DeJarld, Publisher: Adobe Press, ISBN-13: 978-0136870289
- *3. Layout Essentials Revised and Updated: 100 Design Principles for Using Grids Paperback by Beth Tondreau, publisher: Rockport Publishers, ISBN: 978-1631596315
- *4. The Layout Book by Gavin Ambrose and Paul Harris, Publisher: Bloomsbury Visual Arts, ISBN: 978-1350177123
5. Best Practices for Graphic Designers, Grids and Page Layouts An Essential Guide for Understanding and Applying Page Design Principles by Amy Graver, Ben Jura, Rockport Publishers, ISBN: 978-1592537853,
6. Basics of Design: Layout & Typography for Beginners (Design Concepts), Publisher: Cengage Learning, ISBN: 978-1401879525
7. Making and Breaking the Grid, Second Edition, Updated and Expanded: A Graphic Design Layout Workshop, Rockport Publishers, ISBN: 978-1631592843

PROJECTS OUTLINED BY WEEKS

Assignments and due dates are subject to change, and will be based on the progress, and needs of the class.

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|---|-----|--------------|
| • Project 1: Loitering with Intent | 15% | Week 1 – 3 |
| • Project 2: Music Magazine | 15% | Week 3 – 5 |
| • Project 3: Summer Camp Brochure | 15% | Week 5 – 8 |
| • Project 4: Poster for social change (Typography Poster) | 15% | Week 8 – 12 |
| • Project 5: Event Poster | 15% | Week 12 – 16 |

COURSE SUMMARY

This course is an introduction to the print industries involving a study of layout and paste-up design and the preparation of copy for various printing methods.

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COURSE DESCRIPTION

Layout design will build upon core principles of design and serve as an in depth look at the grid system in order to create effective and aesthetically pleasing layouts which engages the audience in a clear and concise manner. This course will build on the fundamentals acquired in layout by utilizing type as the main visual and communicative message. Projects will explore the ability of type to communicate a message while utilizing typography as the primary visual.

COURSE OBJECTIVES

1. Introduction to the design process from pencil thumbnails to final computer comprehensives.
2. Strengthened skills and understanding of layout.
3. Examine the principle of hierarchy.
4. Ability to proficiently develop page layout by utilizing the grid system and Principles of Design.
5. Become fluent in your verbal design-language skills through class critiques.
6. Develop projects through the design process and methods.
7. Develop technical skills in Adobe InDesign.

COURSE STRUCTURE

The class will be a combination of lecture, in class work and critiques with outside class exercises and assignments. A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. This may be one of the most important class that you undertake in your design education and is essential for a successful career in the graphic arts. This course will include lectures, discussions, critiques, presentations, and creative work. Participation in discussion and critique is vital to the success of the class. Assignments will consist of researching designed artifacts, reading from recommended books/websites, developing/creating typographical work, testing knowledge of typography elements, and giving presentations.

Work must be completed by due date. Late work will be reduced by a letter grade each day it is late.

Late assignments will not be accepted unless you make prior arrangements with me before the due date. If you know you are going to be absent when work is due you may turn work in early and not receive a penalty.

STUDENTS ARE EXPECTED TO ATTEND ALL CLASSES. IF A STUDENT MISSES A CLASS FOR ANY REASON, HE OR SHE IS RESPONSIBLE FOR MAKING UP ANY MISSED WORK.

We do not critique your project through the email.

CLASS POLICY

Cell-phones, head-phones, beepers or other pda devices may not be turned on or used in class at any time. **YOU WILL BE ASKED ONCE TO PUT AWAY CELL PHONE, THE SECOND TIME YOU WILL BE ASKED TO LEAVE AND COUNTED AS ABSENT.**

If a student does not show up or do not deliver the binder for the final, they automatically fail the class.

SUPPLIES (NOT NECESSARY FOR FIRST CLASS)

- Binder: 5" to 3" black binder for research/process/handout (**FINAL BINDER WILL BE DELIVERED AT THE END OF THE SEMESTER**)
- Binder plastic sleeves
- Notebook
- Sketchbook
- Black pencil
- Bienfang 50 or 100 sheet tracing paper pad. 9" X 12" (cut down to 8.5 x 11 at FedEx Kinkos to fit in your plastic sleeves)
- Erasers Magic Rub eraser
- Pencil Sharpener
- Xacto knife and blades

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- Black foam Core board 15"x20" (Letramax or similar)
- Discuss Spray Mount / rubber cement, pick-up
- Stapler (shared)

ATTENDANCE

Attendance is vital since a good deal of learning (involving concepts, skills, and interaction with other students) takes place in class. Students are expected to arrive on time, attend class regularly, and participate in all activities.

ABSENCES

Excessive absences WILL be reported to administration and will affect your final grade. If the student accumulates more than three (3) un-excused absences his/her grade will be reduced by a full letter grade, and continue to be reduced for each additional unexcused absence. The accumulation of more than seven (7) un-excused absences will result in failure from the class. In this regard, it is the student's responsibility to withdraw from class if they do not want to receive a failing grade.

Note: an excused absence will be granted only for documented health and family purposes. This means you must provide "official documentation" such as an official doctor's note, a newspaper clipping, or official university letter etc. to be excused.)

Late Arrival or Early Departure

- You will be marked absent if you are more than 10 minutes late or if you leave before class is dismissed.
- If you are tardy, it is your responsibility to inform the instructor after class so that the record can be updated.
- Three Late Arrivals = One Absence.

ASSIGNMENTS/GRADES

This semester will consist of 4-6 layout projects that will vary in length and complexity.

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| 1. Class Projects | 75% |
| 2. Midterm Exam | 10% |
| 3. An Organised Binder | 5% |
| 4. Attendance and Participation | 10% |

GRADING SCALE

- A** 90 to 100 points: Excellent (superior effort and results above and beyond)
- B** 80 to 89 points: Good (significant effort and hard work)
- C** 70 to 79 points: Average (minimal class requirements met)
- D** 60 to 69 points: Below Average (below class average expectations)
- F** 50 to 59 points: Poor (inferior work and attitude)

GRADE DETERMINATION

- Attendance, punctuality, and preparedness
- Participation in class discussion
- The ability to understand concepts and put them into practice
- The ability to communicate their works both verbally and written
- Craft and attention to detail when it comes to the hand-in

GRADES WILL BE DISCUSSED ON AN INDIVIDUAL BASIS BY OFFICE APPOINTMENT ONLY—NOT IN CLASS.

Note: Violations of class policy with respect to cell-phones, headphones, or other PDAs as well as unauthorized computer use in class will result in a one-point deduction from the current assignment.

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INSTRUCTOR RESPONSE TIME

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted by the instructor.

HOLIDAY

January 17th- Martin Luther King, Jr. Day (Monday)
March 14th- 18th Spring Break
May 13th- Last day of class

WORDS TO-THE-WISE

Show up, be committed in your work, and immerse yourself in the process. It's your show.
DO NOT FALL BEHIND

STUDIO HYGIENE

The studio will require constant work to keep it clean enough to use in a safe and effective manner. The projects and assignments must be removed when they are complete. Materials that harden (paint, glue, etc.) must be cleaned from any room surfaces quickly.

UNIVERSITY COURSE WITHDRAWAL POLICY

The last day to Drop/Withdraw, Regular Term is Monday, April 28, 2022.

STUDENT HONOR CODE AND ACADEMIC INTEGRITY POLICY

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web version of the Student Handbook.

ART MAJOR/MINOR MEETINGS

All art majors and minors are required to attend all the general Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade of the course, or courses.

SPECIAL ACCOMMODATION

Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made. For more information call: (325) 942-2191
Please remember: To receive special accommodation status students must register with the Associate Dean of Student Life. Furthermore, it is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. The instructor is not required to anticipate the needs of students with disabilities.

COVID-19 (CORONAVIRUS) UPDATES

Please check the university Link on Covid protocol:
<https://www.angelo.edu/covid-19/>

TITLE IX AT ANGELO STATE UNIVERSITY

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other

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federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

Online: www.angelo.edu/incident-form

Face to Face: Mayer Administration Building, Room 210

Phone: 325-942-2022

E-Mail: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-ix.