PAGE LAYOUT ADVERTISING DESIGN
Course Syllabus

Course Number: ILL-0008
OCAS Code: None
Course Length: 120 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Visual Arts
Career Major(s): Visual Graphic Design

Pre-requisite(s):

Course Description: This course covers layout methods and styles as well as the understanding of colors and shapes in the design elements.

Textbooks:
- Exploring the Elements of Design by Poppy Evans and Mark A. Thomas, Cengage Delmar Learning (2008)

Course Objectives: A. Understand Layout Methods and Styles.

1. Identify the ten graphic design layouts.¹
   a. Mondrian¹
   b. Picture-window¹
   c. Copy-heavy¹
   d. Frame¹
   e. Circus¹
   f. Multipanel¹
   g. Silhouette¹
   h. Big-type¹
   i. Rebus¹
   j. Alphabet-inspired¹

2. Demonstrate design principles in developing a project such as a brochure, logo, label, or textile design.²

B. Understand the Use of Color and Shapes in Design Layout.

1. Create graphics that integrate principles of communication and elements of visual design.¹
2. Identify standard geometric shapes used in construction and design layout.²
3. Identify the physiological and psychological effects of color.¹
4. Identify messages or meanings that colors communicate in various cultures.²
5. Use an understanding of color to create impact or effect.
   a. Complimentary
b. Analogous

c. Monochromatic

6. Identify the physiological and psychological effects of color.

C. Follow Project Planning Steps.

1. Make a series of thumbnail sketches.
2. Make a rough draft.
3. Make a comprehensive layout.
4. Identify postal regulations (size, weight and fold limitations).
5. Make a folded dummy.

D. Create Graphics.

1. Using the pen tool.
2. Reshape frames and apply stroke effects.
3. Work with polygons and compound paths.
4. Work with advanced text features, corner effects, and drop shadows.

E. Work with Transparencies.

1. Colorize a grayscale image.
2. Work with opacity, blending modes and feathering.
3. Apply transparencies.

F. Work with Tabs and Tables.

1. Create and format a table.
2. Format text in a table.
3. Place graphics in a table.

G. Make Books, Table of Contents, and Indexes.

2. Create a table of contents
3. Create an index.

H. Explore Advanced Techniques.

1. Use the pathfinder palette.
2. Create new stroke styles.
3. Create mixed ink swatches.
4. Work with nested and object styles.

I. Prepare, Package, and Export Documents.

1. Create bleeds, slugs, and printer's marks.
2. Use the ink manager and preview color separations.
4. Export a document as a PDF.

J. Demonstrate Computer Literacy.

1. Troubleshoot computer graphics system.

1ODCTE objectives
2States’ Career Clusters – Career Cluster Resources for Arts A/V Technology & Communications
All unmarked objectives are TTC instructor developed.
Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit:
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.