

GD 2100 - LAYOUT DESIGN

Credits: 3

In this sophomore-level course, students will continue to develop their knowledge regarding letterforms, legibility, organization, hierarchy, grid systems, and multi-page layouts. Students will demonstrate the ability to solve communication problems through effective design. Upon successful completion of this course, students demonstrate an understanding of intermediate typography as it relates to electronic page layout through multiple real-world projects.

Prerequisite: GD 1000 - Typography

Course Learning	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Demonstrate an intermediate level of page design and layout using industry-standard software.	Student clearly demonstrates an intermediate level of page design and layout using industry-standard software.	Student demonstrates an intermediate level of page design and layout using industry-standard software with minimal errors.	Student demonstrates a basic level of page design and layout using industry-standard software with significant opportunity for development.	Student fails to demonstrate a basic level of page design and layout using industry-standard software.	GD-1, GD-5, GD-6, GD-7	Cultural Competence, Design Competence, Communication Competence, Critical Thinking
Determine typeface classifications, type families, type styles, and font selection within a page layout.	Student successfully determines and applies typeface classifications, type families, type styles, and font selection within a page layout.	Student determines typeface classifications, type families, type styles, and font selection within a page layout.	Student struggles to determine typeface classifications, type families, type styles, and font selection within a page layout.	Student fails to determine typeface classifications, type families, type styles, and font selection within a page layout.	GD-5, GD-6, GD-8	Design Competence,
Construct page layouts using visual hierarchy and the organization of visual components including text, graphics and imagery.	Student successfully constructs exceptional page layouts using visual hierarchy and the organization of visual components including text, graphics and imagery.	Student constructs page layouts using visual hierarchy and the organization of visual components including text, graphics and imagery.	Student constructs page layouts using a flawed sense of visual hierarchy and somewhat organized visual components including text, graphics and imagery with opportunity for growth.	Student fails to construct page layouts using visual hierarchy and the organization of visual components including text, graphics and imagery.	GD-1, GD-5, GD-6, GD-7, GD-7	Cultural Competence, Design Competence, Communication Competence, Critical Thinking
Use single-column, multi-column and modular grid formations in page structure.	Student expands on use of single-column, multi-column and modular grid formations in page structure.	Student uses single-column, multi-column and modular grid formations in page structure.	Student struggles to use single-column, multi-column and modular grid formations in page structure.	Student fails to use single-column, multi-column and modular grid formations in page structure.	GD-5, GD-6, GD-7	Design Competence, Communication Competence
Analyze and implement paragraph formatting through line and letter spacing, readability and legibility.	Student exceeds in analyzing and implementing paragraph formatting through line and letter spacing, readability and legibility.	Student analyzes and implements paragraph formatting through line and letter spacing, readability and legibility.	Recognizes but struggles with implementing paragraph formatting through line and letter spacing, readability and legibility.	Student fails to analyze and implement paragraph formatting through line and letter spacing, readability and legibility.	GD-5, GD-6, GD-7	Design Competence, Communication Competence
Show intermediate knowledge and use of page layout software.	Student exceeds intermediate knowledge and use of page layout software.	Student shows intermediate knowledge and use of page layout software.	Student shows basic knowledge and use of page layout software with room for development.	Fails to show intermediate knowledge and use of page layout software.	GD-7	Design Competence, Communication Competence
Demonstrate research and information gathering, analysis, and generation of alternative solutions.	Student demonstrates exceptional research and information gathering, analysis, and generation of alternative solutions.	Student demonstrates research and information gathering, analysis, and generation of alternative solutions.	Student recognizes but struggles with research and information gathering, analysis, and generation of alternative solutions.	Student fails to research and information gathering, analysis, and generation of alternative solutions.	GD-1, GD-2, GD-4,	Cultural Competence, Design Competence, Communication Competence, Critical Thinking
Apply knowledge of classifications, type families, typestyles, fonts, type selection.	Synthesizes knowledge of classifications, type families, typestyles, fonts, type selection.	Illustrates knowledge of classifications, type families, typestyles, fonts, type selection.	Restates knowledge of classifications, type families, typestyles, fonts, type selection.	Fails to restate knowledge of classifications, type families, typestyles, fonts, type selection.	GD-1, GD-5, GD-6, GD-8	Cultural Competence, Design Competence, Communication Competence, Critical Thinking