COURSE CODE: IFA: 2122 COURSE NAME: LAYOUT Course description:

This course includes two dimensional problems related to graphic communication. It covers conceptualization, visualization and the mechanics of perception of art for reproduction, mastery and growth in both works and public appreciation. Design strategies, sketches, and computer aided works, presentation of designs.

The course will focus on providing an informative initiation to the discipline of graphic communication. It includes demonstration of traditional as well as digital techniques. This course will instruct students in graphic design skills employing tools, material and procedures used in communication art field.

Study of the principles and concepts of layout and design as applied to a variety of graphic design assignments: ads, brochures, stationery, posters, and sales promotion material.

Course goals

Upon completion of this course, the student will be able to:

• Understand and use correctly most of the special terms used in layout.

• Be able to design original layouts within the specifications and limitations supplied.

• Be able to indicate lettering, illustrations and photographs for in a comprehensive and professional manner.

• Demonstrate the use of good design and composition principles in solutions to assigned problems.

• Have an improved understanding of the various techniques and skills required to produce a layout that suits a particular graphic communication.

• Know how to use a variety of specialized tools and mechanical aids to produce drawings and designs including the use of the computer as a graphics tool.

• Have developed skills for quick sketching and visualizing ideas and presenting them in graphic form.

• Have developed a sense of aesthetics, taste and proportion in relating the elements of a design.

• Understand the importance of visual hierarchy and how to carry visual hierarchy across multiple pages.

Course Outline:

Week 1: Introduction to layout

A Brief History of layout **Week 2: what is layout?** Class Discussion of various layouts Discussion of various layout goals *View the Showcase of various layouts* **Week 3: Layout principles**

Discussion of Layout principles Elements of layout

View the Showcase of various layouts principles

Week 4: Visual Hierarchy

Discussion of Visual Hierarchy

Class Discussion of layout Formats

View the Showcase of various layouts formats

Week 5: Types of Layout composition

Class Discussion of Types of composition

View the Showcase of various layouts compositions

Week 6: Desktop Publishing

Class Discussion of Desktop publishing

Week 9: Press/ print Advert layout

Practical conceptualization of principles, visual hierarchy, image and typography in the process of designing a print / press advert.

Week 10: Magazine/Book layout

Practical of layout principles, use of visual hierarchy, image and typography while designing a magazine / booklet.

Week 11: Poster layout

Practical application of layout principles, use of visual hierarchy, image and typography while designing a poster/ flyer.

Week 12: Billboard layout

Practical application of layout principles, visual hierarchy, image and typography in the process of designing a billboard /sign post.

Week 13: Point of Sale Materials (POS)

Practical application of layout principles, use of visual hierarchy, image and typography while designing point of sale material.

Week 14: Critique

Week 15: Submission of the Final graphic portfolio spiral bound Learning Outcome

Upon completion of this course, the student will be able to:

- Understand the application of basic principles and elements of design
- Understand and use correctly most of the special terms used in layout
- Be able to design original layouts within the specifications and limitations supplied.
- Be able to indicate lettering, illustrations and photographs for in a comprehensive and professional manner.
- Demonstrate the use of good design and composition principles in solutions to assigned problems.
- Have an improved understanding of the various techniques and skills required to produce advertising designs and other graphic communications.
- Know how to use a variety of specialized tools and mechanical aids to produced drawings and designs including the use of the computer as a graphics tool.
- Have developed skills for quick sketching and visualizing ideas and presenting them in graphic form.
- Have developed a sense of aesthetics, taste and proportion in relating the elements of a design.

Method of Teaching/Delivery

- Visual resource materials/portfolio development/sketch book
- Practical material experimentation and exploration
- Studio demonstration, instruction and technical inputs
- Group review/presentation/critique
- Self directed studio assignments/projects/course works/handouts
- Weekly lectures enhanced with slide/video shows
- Muele - E-learning environment **Assessment**

Course work 40% Planning and developmental studies/sketches 10% Execution of the practical work (reasonable body of work) 20% Proficiency tests in theory. 10% End of semester examination 20% Theory examination 20% Practical examination 40% Final total mark 100%

Reading / Reference & Learning material

1. Ogilvy on Advertising by David Ogilvy
2. Creative Advertising, Second Edition by Mario Pricken
3. Advertising (8th Edition) (Advertising: Principles and Practice) by Sandra

4. Mobile Advertising: Supercharge Your Brand in the Exploding Wireless 5. Confessions of an Advertising Man by David Ogilvy and Sir Alan Parker

5. Advertising: Concept and Copy, Second Edition by George Felton

6. Cutting Edge Advertising II by Jim Aitchison

7. Breakthrough Advertising

8. The Art of Cause Marketing: How to Use Advertising to Change Personal Behavior and Public Policy by Richard Earle Adland: A Global History of Advertising by Mark Tungate.

9. History of Advertising by Stephane Pincas and Marc Loiseau

10. Advertising Design and Typography by Alex White

11. The Art of Writing Advertising: Conversations with Masters of the Craft: David Ogilvy, William Bernbach, Leo Burnett, Rosser Reeves, by Denis Higgins

12. Advertising Today by Warren Berger

13. The Brand Gap: Expanded Edition by Marty Neumeier

14. Designing Brand Experience: Creating Powerful Integrated Brand Solutions by Robin Landa

15. The packaging Media Published under the Authority of the Council of Institute of packaging. Blackie.

16. Public Relations (Concepts, Strategies and Tools): Jaishr N. Jethwaney, Adarsh Kumar Varma and N.N. Sarker Sterling Publishers Private LTD.

17. Public Relations for Marketing Professionals: Roger Haywood Macmillan Press Marketing(Contemporary Concepts and Practices): William F. Schoell, Joseph P. Guiltian

18. Graphic Design Solutions. Robin Landa

19. ypographic design: form and communication

20. Design basics

21. Design Principles and Problems