

Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code

ART

Course Number

2383

Course Title

Graphic Design III: Layout & Pre-press

Catalog Description

This course focuses on the organizational principles and practices of layout design. Projects are realized through traditional and computer techniques. A strong emphasis is given to the use of computers and software for preparing designs for printing.

Prerequisites

ART 2363 with a grade of C or better.

Credit Hours

3 credit hours

Contact Hours

30 lecture contact hours; 60 lab contact hours

Load Hours

4.67 load hours

Semester Offered

Fall and Spring

ACTS Equivalent

N/A

Grade Mode

A-F

Learning Outcomes

Students completing this course will be able to:

Knowledge

- Demonstrate a thorough knowledge of Adobe InDesign.
- Demonstrate knowledge of layout techniques for a variety of applications.

Critical Thinking

- Critique work not only for skill and technique, but also for its application.

General Education Outcomes Supported

- Students develop higher order thinking skills.
- Students develop effective oral communication skills.
- Students will demonstrate technological fluency.

Standard Practices

Topics List

- Adobe InDesign tools
- Layout techniques
- Pre-press for various situations

Learning Activities

Required Methods of Instruction

Primarily lecture, visual aids, demonstrations, and studio work, but may include field trips to printing presses or other areas of interest. Areas covered must include instruction on the use of Adobe InDesign, including files from various other applications within InDesign documents, thumbnails and developing ideas, use of type, presentations and critiques, and printing and pre-press. Methods must include visual demonstrations, classroom discussions, studio work, presentation, and critiques with a focus on “real-world” situations.

Resources

Art and Graphic Design Magazines, Books and Videos - NWACC Library
Information on design -Internet -NWACC computer labs

Assessments

Assessment is based on a chosen project assigned across all sections of the course. The rubric and assignment must be very similar, and the project should demonstrate the learning progression of the students.

Grading guidelines

- Grades in this course should be based on design aesthetics, creativity & originality, following instruction, execution with the prescribed software, and presentation of the work.
- Percentages of each of the criteria may vary with each project, but Design and Execution should both be given nearly equal weight in grading of each of the major projects.

Revision Date April 4, 2021