

MODULE: Layout and Graphic Design (course code BAJH-LGD)

Griffith College Dublin – Journalism and Visual Media

Fall Semester

This module has no pre-requisites.

Introduction

This is a thirteen-week programme focusing on commercial layout and design practices. The student will be required to produce four pieces of sketched artwork followed by two computer-designed pieces. Given basic design guidelines, their projects will involve creating advertisements for a fictitious company and DVD/game covers. The student will be encouraged to make critical design decisions before using the computer. This will help to minimise 'creativity blocks' affording the student a definite direction while learning complex software techniques. Contemporary graphic design software shall be used (such as In-Design and Photoshop).

Module Aims

This module aims to enable the student to:

- Understand and execute modern layout and design practice.
- Use industry standard software and design techniques.
- Work to deadlines in the delivery of sophisticated layout and Design brief.

Module Learning Outcomes

On successful completion of this module, the student should be able to:

- Utilise knowledge gained to design and develop media artefacts with a high quality of layout and graphic design features.
- Conceive, create and deliver a range of layout and graphic design media products to a high standard, demonstrating a capacity for critical evaluation and professional competence.
- Competently construct and present hard-copy promotional material adaptable to multiple formats as requiring using integrated multimedia skills.

Indicative Module Content

Introduction and Computer Systems

Lecture about computer hardware and software and demonstrate the Windows operating system.

Design Concepts in Black and White

To give students a direction and to try to generate ideas for their designs. Show samples and explain exactly how to approach advert design.

Create Mock-up of Design Ideas on Paper

Students will be required to have these designed and images chosen by deadline.

Introduce Photoshop

To give the students a basic introduction to Photoshop. It is a tour of all the basic functions of the software.

How to Scan Images for Print

To explain how to scan an image properly using a flatbed scanner.

Introducing Quark Xpress

An introduction to Quark Xpress or a general refresher course for those who have studied this before. To show how to import images into Quark from Photoshop.

Scanning Class

A practical class for scanning images to be used in projects.

Creating Your Advert

Practical Class. Time to create the clients chosen advert on the computer using both Photoshop and Quark Xpress. Completed advert must be submitted before the end of class.

Design using Colour:

Explain the basics of colour and to show examples of effective usage of colour in existing advertisements.

Create Mock Up of Poster on Paper

Students will be required to have this designed and images chosen by deadline.

Photoshop Selections

To explain how to make multiple selections in Photoshop.

Combining Photoshop images:

To make composites of multiple images using Photoshop.

Quark Xpress Techniques I, II & III:

Practical Class. Poster creation class.

Assessment

This module will be assessed by two assignments (Continuous Assessment 60%) being an advertisement poster and a two-page DVD film or game cover and disk label

designed to assess student's conceptual skills of planning and ideas; computer design skill of producing artwork from own ideas, and use of contemporary layout and graphic design software (such as Photoshop and InDesign); and by a written exam (40%).

For assessing the work for this module there are two assignments. These will make up the total assignment marks for Layout and Design which are 60% of the total marks for this subject overall. The assignments are a combination of in class projects and submitted work.