

**MODULE:** LAYOUT & GRAPHIC DESIGN

**CODE:** BAJH-2-1-09  
**Number of Credits:** 4 semester credits / 6 quarter units  
**Stage:** Development & Integration (II)  
**Theme:** Media Skills  
**Assessment Weighting:** Assignment 40%  
Examination 60%

## **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 a number of advertisements for a fictitious company. 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. The software to be used will be Quark Xpress and Adobe Photoshop.

## **SYLLABUS**

### **01 Introduction and Computer Systems**

Aim: Lecture about computer hardware and Software and demonstrate the Windows operating system

### **02 Design Concepts in Black and White**

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

*Assignment 1A: Create Mock-up of design ideas on paper. (10% overall assignment grade)*

**Deadline:** Students will be required to have this designed and images chosen before class 06

### **03 Introduce Photoshop:**

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

### **04 How to Scan Images for print:**

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

### **05 Introducing Quark Xpress:**

Aim: 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.

## **06 Scanning Class:**

Aim: A practical class for scanning images to be used in projects: Requires Floppy Disks for Images.

## **07 Creating your advert (Practical Class): Assignment 1B (20% overall assignment grade)**

### **Task:**

Your client has decided to use only one of your adverts. Design style and images have been approved but the client needs the completed artwork before the publication goes to press. It is now time to create the clients chosen advert on the computer using both Photoshop and Quark Xpress.

### **Deadline:**

*Completed advert must be submitted before the end of this class*

## **08 Design using Colour:**

Aim: To explain the basics of colour and to show examples of effective usage of colour in existing advertisements.

Assignment 2A: Create Mock Up of poster on paper. *(20% overall assignment grade)*

Students will be required to have this designed and images chosen before class 11. *Late submission will not be accepted.*

## **09 Photoshop Selections:**

Aim: To explain how to make multiple selections in Photoshop.

## **10 Combining Photoshop images:**

Aim: To make composites of multiple images using Photoshop.

## **11 Quark Xpress Techniques I (Practical Class): Assignment 2B**

*(50% overall assignment grade)*

Poster creation class 01

## **12 Quark Xpress Techniques II (Practical Class): Assignment 2B**

Poster Creation Class 02

## **13 Quark Xpress Techniques II (Practical Class): Assignment 2B**

Poster Creation Class 03