

# North Hennepin Community College

## ART 2810: Publication Design

### A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites:

This course requires all three of these prerequisite categories

1. One of these two

ART 2901 - Graphic Design Tools I

GDES 2901 - Desktop Design I

And

2. ART 1301 - Two Dimensional Design I

And

3. ART 1340 - Fundamentals of Color

Corequisites: None

MnTC Goals: None

This course introduces the history and techniques of publication design and production and advances the student's skills in on-paper publication layout and page design. Concepts in multi-page media formats such as magazines and books are studied through lectures, presentations and studio projects. Printing technology is explored from design to production, as well as budgeting and the economics of book production. Through experimentation and group discussions, students will learn to conceptualize visual ideas and refine their design concepts professionally and appropriately for these media formats to produce Under Construction, an actual book.

**B. COURSE EFFECTIVE DATES:** 08/22/2011 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Study and application of theories in publication design and practical application of printing technologies and their application to magazine production with an emphasis on compositional design and page layout integrating type, image, physical format, and color.
2. The history and terminology of printing processes and their importance in the development of culture and learning is examined and researched.
3. Realizing effective project goals through discussion and study of contemporary design applications and theory.
4. Learning project management skills for publication design: the aesthetics of paper, printing specs and bids, working with budgets, evaluating proofs and collaboration with different professional disciplines and service vendors.
5. A variety of design projects will focus on page design for on-paper publications.
6. Use of computer graphic hardware and software to complete publication projects.
7. An important part of this class is learning to work in a team to develop a common goal.

#### **D. LEARNING OUTCOMES (General)**

1. Demonstrate and incorporate the techniques and theories of publication and page design in graphic design projects, including typography, page layout, integration of type and image, format, and use of color. (NHCC ELOs 1, 2, 3)
2. Create a project management plan for a publication project, including paper choices, printing specs and bids, budget, project timeline, evaluating proofs and collaboration with other industry professionals. (NHCC ELOs 2, 4)
3. Develop skill in and proficiently demonstrate effective publication design using computer graphics software in projects. (NHCC ELOs 1, 2, 4)
4. Critically and competently evaluate and analyze graphic design publication projects. (NHCC ELOs 1, 2, 4)
5. Creatively solve graphic publication design problems. (NHCC ELOs 1, 2, 4)

#### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World -Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.