**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 oflayout

**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 toassigned 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 produceddrawings 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%

Thory 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

1. Advertising Today by Warren Berger
2. The Brand Gap: Expanded Edition by Marty Neumeier
3. Designing Brand Experience: Creating Powerful Integrated Brand Solutions by Robin Landa
4. The packaging Media Published under the Authority of the Council of Institute of packaging. Blackie.
5. Public Relations (Concepts, Strategies and Tools): Jaishr N. Jethwaney, Adarsh Kumar Varma and N.N. Sarker Sterling Publishers Private LTD.
6. Public Relations for Marketing Professionals: Roger Haywood Macmillan Press Marketing(Contemporary Concepts and Practices): William F. Schoell, Joseph P. Guiltian
7. Graphic Design Solutions. Robin Landa
8. ypographic design: form and communication
9. Design basics
10. Design Principles and Problems