

GRD 241 Design & Layout

Instructor: Chris Hadfield
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COURSE DESCRIPTION:

This course is a complete overview of design and layout theory. Students will complete a number of exercises and tests that will familiarize them with difference between “amateurish” and professional layout. Students will also learn the theory and rules behind professional design.

Prerequisite: Students must have a working knowledge of and be able to navigate within a Windows or MacIntosh environment.

REQUIRED TEXT:

The Designer’s Complete Index, Design Essentials Index by Jim Krause (six books total)

COURSE OBJECTIVES:

Upon satisfactory completion of this course, students will:

1. Understand what design is.
2. The difference between Graphic Design and Art.
3. Learn how to put design theory into application.
4. Know how to use layout to effectively present a message.
5. The three C’s of design.

CLASS ATTENDANCE and BEHAVIOR:

If you must bring a cell phone to class make sure it is turned off before the start of class. Any online messaging, browsing, gaming, etc not related to class will be grounds for dismissal from class. 80% of your grade is determined during class time. The other 20% will be based on the quality and “completeness” of your projects. This class is primarily interactive and “hands-on,” Making up a missed class is almost impossible. If an emergency should arise, please contact me BEFORE the class you are going to miss. Failure to do so will result in an unexcused absence. Work missed during an unexcused absence will not be able to be made up and your grade will automatically drop 1 letter grade for each unexcused absence.