

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913–3649
479–788–7000

General Syllabus

GRDS 2343 Print & Publication Design

Credit Hours: 3

Lecture Hours: 2

Laboratory hours: 4

Prerequisites: GRDS 2303 Graphic Design and GRDS 2243 Digital Illustration, or consent of instructor.

Effective Semester: Summer I 2010

I. Course Information

A. Catalog Description

Introduces concepts, techniques, and strategies in the design and production of various types of printed publications, from business cards to multiple-page documents. Page layout and organization schemes are covered, as well as continuing the study of typography, color, proofreading, problem solving, deadlines, and printing/output issues.

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

Upon completion of this course, students will be able to do the following:

1. Demonstrate an understanding of the basic concepts, materials and methods used in the design and production of printed graphic communications.
2. Develop professional visual sensitivity and competency in graphic communication through the discipline of short and long print publications.
3. Demonstrate efficient computer design skills, especially with page layout software and how it works in conjunction with graphic and image manipulation software.
4. Develop a series of portfolio pieces such as stationery, magazine feature layouts, newsletter layouts and other print graphics.
5. Demonstrate familiarity with print papers, formats, inks and finishing processes.
6. Demonstrate proficiency applying the rules of typography to print design.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Communication Skills

Enhancing communication skill is a primary goal of a Print Design course. All exercises and projects require students to study, analyze and understand the elements and principles of successful visual and verbal communication.

Technological skills

Graphic design depends heavily on the successful use and manipulation of technological tools from conception to final output. In this course, students are given continuing study of technology in the areas of typography, image manipulation, and page layout, and they also learn how technology enables communication with others.

Analytical Skills

Students in this course learn to analyze the elements of various types of print communication to determine what makes a design successful or not. As with other graphic design media, print communication depends upon correct and successful interpretation and presentation of ideas and content that are often generated by others.

III. Major Course Topics

- A. Application of the elements, principles and general techniques of design
- B. Design problem recognition
- C. Researching the audience and possible design solutions
- D. Software and other design tools
- E. How to set up and produce simple and complex printed publications