

Graphic Design: Digital Layout : Art 51.4
Instructor: John Sappington - john@basearts.com

Week 1 Introduction to Digital Page Design - Course Structure and Objectives - Signature Moment

Student Presentations - Review Signature Exercise

Reading:

Week 2 Application: Word Processing - MS Word, Simpletext - Manipulating Type - Tracking, Kerning, Leading

1 Letterform Histories - Type Classifications - Parts of a Letter

Reading:

Week 3 Application: Illustrator

2 Legibility - Traditions - Digitization

Reading:

Week 4 Application: Photoshop

3 Hieroglyphics, Universal Symbols

Reading:

Week 5 Application: Quark, PageMaker, InDesign

4 Layout, Page Composition

Reading:

Week 6 Application: HTML, Dreamweaver

5 Layout, Screen Composition, Usability

Reading:

Week 7 Production:

6

Reading

Week 8 Production:

7

Reading:

Week 9 Production:

8

Mid-Term Review

Reading:

Exercises Weeks 1-9

1. Signature Exercise - Portfolio Review

2. Vectors - Create outlines and modify 2 - 36 pnt. (roman) fonts. Provide full character sets and usage on 8.5 x 11

Optional Modifications:

Color Variations + 1 Gradient

Texture or Pattern Applications

Reshaping

3. Bitmaps/Rasters

4. Exploring the Page

Typographic Layouts - Exercises 1-24

5.

6.

7.

8.

9.