

University of Arkansas - Fort Smith
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General Syllabus

GRDS 2343 Print & Publication Design

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): ART 1551 Admissions Portfolio or consent of instructor.

Effective Catalog: 2019-20

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.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Understand 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. Apply 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. Use print papers, formats, inks and finishing processes appropriately.
6. Apply the rules of typography to print design.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking Skills:**

Student will define and research the problem, generate a number of possible solutions, and execute the best solution to the problem based on research.

Ethical Decision Making

Student will understand issues involving copyrighting and imagery to be applied in ideation, research, and execution of original art and design solutions. They will be able to determine what can and cannot be used from online sources.

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