

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GAT 225 Department: Graphic Arts Technology
Course Title: Advanced Typography & Layout Design Semester: Spring Year: 2016

Objectives/Competencies

Course Objectives	Competencies
<ol style="list-style-type: none">1. Further understand the technical terms and relationships between type families, their identifiable characteristics, and correct usage.2. Learn advanced skills in computerized typesetting within popular desktop publishing software applications.3. Further utilize the traditional elements in page design in a more professional manner.4. Be able to produce technically accurate layout designs for more complex and specific printing jobs.5. Be able to design within multimedia, such as for digital video production & audio.	<ol style="list-style-type: none">1. Work more closely with the basic type families & variations: light, medium, bold, extra bold, expanded and condensed, with their italic variations. Work more closely with measure type & the other typesetting commands, including specifying letter spacing, tracking & kerning within the type palettes of Adobe InDesign.2. Correctly & professionally design specific page layouts using Adobe InDesign by accurately choosing type size (text & display), leading, and column width. Professionally design multiple page layouts by assembling text and images.3. Work more closely with major design styles, artists, and their influences. Work more closely with design characteristics into more advanced and complex creative visual art projects. Work more closely with color as used in art, photography, & multimedia.4. Accurately follow directions from design to printing requirements of a job. Work more closely with design principles & layout requirements for professional and more complex printing jobs. Work more closely with 3-D design problems, such as packaging and die-cuts.5. Work more closely with properly choosing type and art formats for video production, such as commercials & professional ad presentations. Work more closely to prepare all art for use with digital video. Accurately choose & synchronize audio to compliment digital video presentations.