

Course Outline	
DSGN6265 Visual Communication Design II (6)	
Effective Date 01 September 2015	Study Program Visual Communication Design Revision 0

1. Course Description

This course is about how developing a good, effective, and aesthetic layout, the management of form and space in two dimensional printed media. It comprises gestalt theory, basic principles in graphic design, grid system, and the characteristics of the media. This course is prerequisite for the advance learning about graphic design (publication design, packaging design, branding and advertising campaign).

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain the basic principles, know-how, technology and history of visual art/design.
Graduates will be able to apply a basic and fundamental knowledge of art/design in practice.
Graduates will be able to analyze aesthetic, technical, historical and cultural aspects of visual art/design. (C4)

3. Topics

- Introduction to Layout
- Graphic Design Principles
- Hierarchy in Layout
- Developing the Grid
- Gestalt in Graphic Design
- From Concept to Visual
- The Use and Characteristics of the Media
- Editorial Design
- Playing with Size and Format
- Working with Experimental Grid

4. Learning Outcomes

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

- LO 1: Explain graphic design basic principles in a layout.
- LO 2: Apply graphic design basic principles in a good, effective, and aesthetic layout.
- LO 3: Design a systemic and structurally layout in various formats of the media.

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Discussion, Project Work, Lecture, Exercise and solve problem with students, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Ambrose, Gavin. Harris, Paul. (2011). **Basics Design 02: Layout (second edition)**. 02. Ava Publishing SA. English. ISBN: 9782940411498.
2. Gavin Ambrose. (2007). **The layout book**. 00. Ava Publishing SA. Lausanne. ISBN: 9782940373536.
3. Lupton, Ellen & Phillips, Jennifer Cole. (2008). **Graphic Design: The New Basics**. 01. Princeton Architectural Press. New York. ISBN: 9781568987026.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. <http://www.youtube.com/watch?v=bySZ-h1i9zg&feature=related>
2. <http://lmscontent.binus.ac.id/digitalcontent/DC%20Cover%20Magazine%20DKV%20%20Rujianto.rar>
3. <http://desktoppub.about.com/cs/designprinciples/a/emphasis.htm>
4. <http://ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203>
5. <http://www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/>
6. <http://www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/>
7. <http://vansedesign.com/web-design/golden-section-proportions/>
8. <http://www.thegridsystem.org/>
9. <http://www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/>
10. <http://www.hwg.org/services/classes/designconceptsclass.html>
11. <http://desktoppub.about.com/cs/designprinciples/a/emphasis.htm>
12. <http://www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/>
13. <http://ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203>
14. http://desktoppub.about.com/od/designprinciples/Principles/Principles_of_Design.htm
15. <http://www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/>
16. <http://www.howdesign.com/resources-education/online-design-courses-education/gestalt-theory-typography-design-principles/>
17. <http://www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/>
18. <http://www.linda.ca/CEDE212ALDUS/Student%20Course%20Notes/Type%20Notes%20Hierarchy%20%20Grids.pdf>
19. <http://www.hwg.org/services/classes/designconceptsclass.html>
20. <http://desktoppub.about.com/cs/graphicdesign/a/designbasics.htm>

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2	Introduction to Layout - What is Layout? - Function of a good layout - Design Elements	- Introduction to Layout - Layout, Page 10-25 - The layout book, Page 32-53 - How to Use Golden Section Proportions In Your Designs, vansedesign.com/web-design/golden-section-proportions/ - Graphic Design Basics, desktoppub.about.com/cs/graphicdesign/a/designbasics.htm
2 F2F	LO 1 LO 2	Introduction to Layout - What is Layout? - Function of a good layout - Design Elements	- Introduction to Layout - Layout, Page 10-25 - The layout book, Page 32-53 - How to Use Golden Section

			Proportions In Your Designs, vansedesign.com/web-design/golden-section-proportions/ - Graphic Design Basics, desktoppub.about.com/cs/graphicdesign/a/designbasics.htm
3 F2F	LO 1 LO 2	Introduction to Layout - What is Layout? - Function of a good layout - Design Elements	- Introduction to Layout - Layout, Page 10-25 - The layout book, Page 32-53 - How to Use Golden Section Proportions In Your Designs, vansedesign.com/web-design/golden-section-proportions/ - Graphic Design Basics, desktoppub.about.com/cs/graphicdesign/a/designbasics.htm
4 F2F	LO 1 LO 2	Graphic Design Principles - Balance - Emphasis - Rhythm - Unity - Contrast	- Graphic Design Principles - Graphic Design: The New Basics, Page 28-80 - Design basics for creative results, Page 82-126 - Principles of Design, desktoppub.about.com/od/designprinciples/Principles/Principles_of_Design.htm - Emphasis and the Elements of Design, desktoppub.about.com/cs/designprinciples/a/emphasis.htm
5 F2F	LO 1 LO 2	Graphic Design Principles - Balance - Emphasis - Rhythm - Unity - Contrast	- Graphic Design Principles - Graphic Design: The New Basics, Page 28-80 - Design basics for creative results, Page 82-126 - Principles of Design, desktoppub.about.com/od/designprinciples/Principles/Principles_of_Design.htm - Emphasis and the Elements of Design, desktoppub.about.com/cs/designprinciples/a/emphasis.htm
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			signprinciples/a/emphasis.htm
7 F2F	LO 1 LO 2	Hierarchy in Layout - Space, Weight & Form - The Power of Emphasize - Less is More	<ul style="list-style-type: none"> - Hierarchy in Layout - Graphic Design: The New Basics, Page 28-80 - Layout, Page 66-85 - Design basics for creative results, Page 82-126 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 104-107 - Graphic Design School, Page 88-91 - The layout book, Page 80-97 - Emphasis and the Principles and Elements of Design, desktoppub.about.com/cs/designprinciples/a/emphasis.htm
8 F2F	LO 1 LO 2	Hierarchy in Layout - Space, Weight & Form - The Power of Emphasize - Less is More	<ul style="list-style-type: none"> - Hierarchy in Layout - Graphic Design: The New Basics, Page 28-80 - Layout, Page 66-85 - Design basics for creative results, Page 82-126 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 104-107 - Graphic Design School, Page 88-91 - The layout book, Page 80-97 - Emphasis and the Principles and Elements of Design, desktoppub.about.com/cs/designprinciples/a/emphasis.htm
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			<ul style="list-style-type: none"> - Emphasis and the Principles and Elements of Design, desktoppub.about.com/cs/designprinciples/a/emphasis.htm
10 F2F	LO 2 LO 3	Developing the Grid <ul style="list-style-type: none"> - Manuscript Grid - Column Grid - Modular Grid 	<ul style="list-style-type: none"> - Developing the Grid - Graphic Design: The New Basics, Page 174-183 - Layout, Page 26-65 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 66-85 - Graphic Design School, Page 88-91 - Making and breaking the grid: a graphic design layout workshop, Page 24-32 - The layout book, Page 60-77 - The Grid System, www.thegridsystem.org/ - Myths & Misconceptions About Grid Systems, www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/ - Hierarchy, www.linda.ca/CEDE212ALDUS/Student%20Course%20Notes/Type%20Notes%20Hierarchy%20%20Grids.pdf
11 F2F	LO 2 LO 3	Developing the Grid <ul style="list-style-type: none"> - Manuscript Grid - Column Grid - Modular Grid 	<ul style="list-style-type: none"> - Developing the Grid - Graphic Design: The New Basics, Page 174-183 - Layout, Page 26-65 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 66-85 - Graphic Design School, Page 88-91 - Making and breaking the grid: a graphic design layout workshop, Page 24-32 - The layout book, Page 60-77 - The Grid System, www.thegridsystem.org/ - Myths & Misconceptions About Grid Systems, www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/ - Hierarchy, www.linda.ca/CEDE212ALD

			US/Student%20Course%20Notes/Type%20Notes%20Hierarchy%20&%20Grids.pdf
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14 F2F	LO 2 LO 3	Developing the Grid - Manuscript Grid - Column Grid - Modular Grid	<ul style="list-style-type: none"> - Developing the Grid - Graphic Design: The New Basics, Page 174-183 - Layout, Page 26-65 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 66-85 - Graphic Design School, Page 88-91 - Making and breaking the grid: a graphic design layout workshop, Page 24-32 - The layout book, Page 60-77 - The Grid System, www.thegridsystem.org/ - Myths & Misconceptions About Grid Systems, www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/ - Hierarchy, www.linda.ca/CEDE212ALDUS/Student%20Course%20Notes/Type%20Notes%20Hierarchy%20&%20Grids.pdf
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16 F2F	LO 2 LO 3	Gestalt in Graphic Design <ul style="list-style-type: none"> - Closure - Figure and Ground - Proximity - Similarity - Law of Pragnanz 	<ul style="list-style-type: none"> - Gestalt in Graphic Design - Gestalt in Graphic Design - Graphic Design: The New Basics, Page 84-99 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 34-35, page 80-81, page 120-121, page 160-161, & page 184-185 - The Gestalt Effect, www.youtube.com/watch?v=bySZ-h1i9zg&feature=related - Gestalt Theory in Typography & Design Principles, www.howdesign.com/resources-education/online-design-courses-education/gestalt-theory-typography-design-principles/ - Myths & Misconceptions About Grid Systems, www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/
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19 F2F	LO 1 LO 2 LO 3	From Concept to Visual <ul style="list-style-type: none"> - The Brief - Research - Developing Concept - Sourcing Images - Design and Layout 	<ul style="list-style-type: none"> - From Concept to Visual - Graphic Design School, Page 110-125 - Design Concepts, www.hwg.org/services/classes/designconceptsclass.html - Form Concept to Visual, www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/
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22 F2F	LO 1 LO 2 LO 3	From Concept to Visual - The Brief - Research - Developing Concept - Sourcing Images - Design and Layout	- From Concept to Visual - Graphic Design School, Page 110-125 - Design Concepts, www.hwg.org/services/classes/designconceptsclass.html - Form Concept to Visual, www.aisleone.net/2009/design/myths-misconceptions-about-grid-systems/
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25 F2F	LO 1 LO 2 LO 3	The Use and Characteristics of the Media - Above The Line - Below The Line - Thru The Line - Alternative Media	- The Use and Characteristics of the Media - The layout book, Page 132-147 - The Use and Characteristics of the Media, www.hwg.org/services/classes/designconceptsclass.html - Promotion "Above the Line" and "Below the Line", ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203
26 F2F	LO 1 LO 2 LO 3	The Use and Characteristics of the Media - Above The Line - Below The Line - Thru The Line - Alternative Media	- The Use and Characteristics of the Media - The layout book, Page 132-147 - The Use and Characteristics of the Media, www.hwg.org/services/classes/designconceptsclass.html - Promotion "Above the Line" and "Below the Line", ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203
27 F2F	LO 1 LO 2 LO 3	The Use and Characteristics of the Media - Above The Line - Below The Line - Thru The Line	- The Use and Characteristics of the Media - The layout book, Page 132-147

		- Alternative Media	- The Use and Characteristics of the Media, www.hwg.org/services/classes/designconceptsclass.html - Promotion "Above the Line" and "Below the Line", ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203
28 F2F	LO 1 LO 2 LO 3	Editorial Design - Identity and style - Format - Grid - Page Layout - Page Navigation	- Editorial Design - Graphic Design School, Page 138-147 - Digital Content - Cover Magazine, http://lmscontent.binus.ac.id/digitalcontent/DC%20Cover%20Magazine%20DKV%20%20Rujianto.rar - Promotion "Above the Line" and "Below the Line", ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203 - 40 Creative Design Layouts: Getting Out Of The Box, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
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31 F2F	LO 1 LO 2 LO 3	<p>Editorial Design</p> <ul style="list-style-type: none"> - Identity and style - Format - Grid - Page Layout - Page Navigation 	<ul style="list-style-type: none"> - Editorial Design - Graphic Design School, Page 138-147 - Digital Content - Cover MAgazine, http://lmscontent.binus.ac.id/digitalcontent/DC%20Cover%20Magazine%20DKV%20%20Rujianto.rar - Promotion "Above the Line" and "Below the Line", ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203 - 40 Creative Design Layouts: Getting Out Of The Box, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
32 F2F	LO 1 LO 2 LO 3	<p>Editorial Design</p> <ul style="list-style-type: none"> - Identity and style - Format - Grid - Page Layout - Page Navigation 	<ul style="list-style-type: none"> - Editorial Design - Graphic Design School, Page 138-147 - Digital Content - Cover MAgazine, http://lmscontent.binus.ac.id/digitalcontent/DC%20Cover%20Magazine%20DKV%20%20Rujianto.rar - Promotion "Above the Line" and "Below the Line", ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203 - 40 Creative Design Layouts: Getting Out Of The Box, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
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			ezinearticles.com/?Promotion-Above-the-Line-and-Below-the-Line&id=265203 - 40 Creative Design Layouts: Getting Out Of The Box, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
34 F2F	LO 2 LO 3	Playing with Size and Format - Book Format - Type of Binding - Type of Fold - Form and Function	- Playing with Size and Format - Layout, Page 10-22, page 66-73, & page 94-95 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 90-91 - Playing with size and Format, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
35 F2F	LO 2 LO 3	Playing with Size and Format - Book Format - Type of Binding - Type of Fold - Form and Function	- Playing with Size and Format - Layout, Page 10-22, page 66-73, & page 94-95 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 90-91 - Playing with size and Format, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
36 F2F	LO 2 LO 3	Playing with Size and Format - Book Format - Type of Binding - Type of Fold - Form and Function	- Playing with Size and Format - Layout, Page 10-22, page 66-73, & page 94-95 - Universal principles of design : 100 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design, Page 90-91 - Playing with size and Format, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
37 F2F	LO 2 LO 3	Working with Experimental Grid - Grid Deconstruction - Linguistic Deconstruction	- Working with Experimental Grid - Layout, Page 154-159

		<ul style="list-style-type: none"> - Spontaneous Optical Composition - Conceptual or Pictorial Allusion - Chance Operation 	<ul style="list-style-type: none"> - Making and breaking the grid: a graphic design layout workshop, Page 120-127 - 40 Creative Design Layouts: Getting Out Of The Box, www.smashingmagazine.com/2008/09/03/40-creative-design-layouts-getting-out-of-the-box/
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Practicum

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	√
Mid Exam	20%	√	√	√
Final Exam	30%	√	√	√

Practicum





Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to identify the basic principles of graphic design in a layout.	Identify the basic principles of graphic design in a complicated layout and expand.	Identify the basic principles of graphic design in a complicated layout.	Identify the basic principles of graphic design in a simple layout.	Students are unable to identify the basic principles of graphic design in a layout.
	1.2. Ability to explain the basic principles of graphic design in a layout.	Explain the basic principles of graphic design in complicated layout and expand.	Explain the basic principles of graphic design in complicated layout.	Explain the basic principles of graphic design in simple layout.	Students are unable to explain the basic principles of graphic design in a layout.
LO 2	2.1. Ability to identify and explain the graphic design basic principles in a good, effective, and aesthetic layout	Identify and explain the graphic design basic principles in a good, effective, and aesthetic complicated layout and expand.	Identify and explain the graphic design basic principles in a good, effective, and aesthetic complicated layout.	Identify and explain the graphic design basic principles in a good, effective, and aesthetic simple layout.	Students are unable to identify and explain the graphic design basic principles in a good, effective, and aesthetic layout
	2.2. Ability to apply the graphic design basic principles in a good, effective, and aesthetic layout	Apply the graphic design basic principles in a good, effective, and aesthetic complicated layout and expand.	Apply the graphic design basic principles in a good, effective, and aesthetic complicated layout.	Apply the graphic design basic principles in a good, effective, and aesthetic simple layout.	Apply the graphic design basic principles in a good, effective, and aesthetic layout.
LO 3	3.1. Ability to identify the systemic and structural layouts in a variety of media formats.	Identify the systemic and structural complicated layouts in a variety of media formats and expand.	Identify the systemic and structural complicated layouts in a variety of media formats.	Identify the systemic and structural simple layouts in a variety of media formats.	Students are unable to identify the systemic and structural layouts in a variety of media formats.
	3.2. Ability to design a systemic and structural layouts in a variety of media formats	Design a systemic and structural complicated	Design a systemic and structural complicated	Design a systemic and structural simple	Students are unable to design a systemic and

		layouts in a variety of media formats and expand.	layouts in a variety of media formats.	layouts in a variety of media formats.	structural layouts in a variety of media formats.
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