

UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA

COORDINACIÓN GENERAL DE FORMACIÓN PROFESIONAL

LEARNING MODULE

I. GENERAL INFORMATION

- 1. School:** Facultad de Arquitectura y Diseño, Mexicali, Facultad de Ciencias de la Ingeniería y la Tecnología, Valle de las Palmas
- 2. Major:** Licenciado en Diseño Gráfico
- 3. Study Program:** 2022-2
- 4. Learning Module Name:** Layout and Grids
- 5. Number:** 40131
- 6. CH:** 02 **WH:** 02 **LH:** 00 **FPH:** 00 **CLH:** 00 **EH:** 02 **CR:** 06
- 7. Stage:** Disciplinary
- 8. Module Type:** Elective
- 9. Course Enrollment Requirements:** None



Learning Module Design Team

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Approval of Assistant Dean (s)

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II. PURPOSE OF LEARNING MODULE

The Layout and grids learning module has the purpose of training the student in the selection and development of the structure that guides the composition of different graphic applications such as web pages, editorial products, mobile applications, infographics, among others. It is located in the disciplinary stage, has an elective character and belongs to the Visual Communication area.

III. COMPETENCE OF THE LEARNING MODULE

To do layout for different graphic applications, through the theoretical principles of the use of space, to elaborate justified and efficient compositions, with quality and analytical attitude

IV. EVIDENCES OF LEARNING/ACHIEVEMENT

The mockup of a multi-page graphic communication product, containing evidence of the structure and step-by-step layout

V. UNIT DESCRIPTION
UNIT I. Elements of a Grid and Basic Structures

Competency:

Analyze the structure of the models, through their types, elements and characteristics, to choose the most appropriate one according to the project, with an analytical attitude and discipline.

Content:

- 1.1. Single-Column Grid/ Manuscript
- 1.2. Multicolumn Grids
- 1.3. Hierarchical Grids
- 1.4. Baseline Grids
- 1.5. Compounds Grid

Time Allotted: 12 hours

UNIT II. Hierarchic/ organization of information

Competency:

Organize information, through the correct use of grids, to make functional compositions, with creativity and precision.

Content:

- 2.1. An Overview Behind the Grid
- 2.2. Organizing the Content
- 2.3. Scale & impact
- 2.4. Typographic Techniques Can Impact Flow
- 2.5 Negative Space as a Map
- 2.6 Using Relative Position to Establish Importance
- 2.7 Color Can Bring Content forward, or Push it Back

Time Allotted: 10 hours

UNIT III. Relationship of Design Components

Competency:

Design a graphic communication product, through the use of an appropriate grid that allows the fusion of text, images and other elements, to produce justified and efficient compositions, with quality and creativity.

Content:

Time Allotted: 10 hours

3.1. How Text & Image Can Be Separated

3.2. How Text & Image Can Be Unified

3.3. Type as Image

3.3.1. Caption treatment

3.3.2. Pull Quotes

3.3.3. Folios & Wayfinding

3.4. Breaking the Rules

VI. STRUCTURE OF WORKSHOP PRACTICES

No.	Practice Name	Procedure	Support resources	Time
UNIT I				
1	Single column grid	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Make a single column grid 3. Apply elements to that grid 4. Submit for your feedback 5. Attend observations and compose a album of evidences 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	2 hours
2	Columns grid	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Make a columns grid, and explored all the possible combinations for the same format 3. Apply elements to that grid 4. Submit for your feedback 5. Attend observations and integrate the evidence album 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	2 hours
3	Modular Grid	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Make a modular grid, and explored all the possible combinations for the same format 3. Apply elements to that grid 4. Submit for your feedback 5. Attend observations and integrate the evidence album 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	2 hours
4	Heriarchic Grid	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Make a heriarchic grid, and explored all the possible combinations for the same format 3. Apply elements to that grid 4. Submit for your feedback 5. Attend observations and 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	2 hours

		integrate the evidence album		
5	Baseline y Grids	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Make a grid where all the possibilities of baseline and grids are explored in the same format. 3. Apply elements to that grid 4. Submit for your feedback 5. Attend observations and integrate the evidence album 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	2 hours
UNIT II				
6	Select and adjust a grid type	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Select a layout and adjust the grid to be appropriate to the elements of the exercise. 3. Apply elements to that grid 4. Submit for your feedback 5. Attend to observations and compose a folder of evidence 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	10 hours
UNIT III				
7	Design a grid and develop a graphic communication product	<ol style="list-style-type: none"> 1. Attend the teacher's instructions 2. Design a grid and develop a graphic communication product 3. Apply elements to that grid 4. Submit for your feedback 5. Attend to observations and compose a folder of evidence 	<ul style="list-style-type: none"> ● Design software ● Computer ● Bibliographic references 	12 hours

VII. METHODOLOGY AND STRATEGIES

Course framework: The first day of class the teacher must establish the form of work, evaluation criteria, quality of academic work, rights and obligations for teacher and students.

Teaching strategies (teacher):

- Serves as a facilitator of learning
- Presents information about basic concepts and theories
- Guide the practical exercises related to the topics
- Directs, supervises and provides feedback on workshop practices
- Encourages the active participation of students
- Review and evaluate exercises and activities
- Prepare and apply evaluations

Learning strategies (student):

- Research and analyze information on basic concepts and theory
- Solve practical exercises provided by the teacher
- Do the workshop practices
- Actively participate in class
- Prepare and deliver exercises and practices
- Create and implement mockups for different graphic applications
- Work as a team
- Prepares and delivers activities and practices in a timely manner
- Present evaluations

VIII. EVALUATION CRITERIA

The evaluation will be carried out permanently during the development of the course as follows:

Accreditation criteria

To be entitled to ordinary and extraordinary exam, the student must meet the attendance percentages established in the current School Statute.

Scaled from 0 to 100, with a minimum approval of 60.

Assessment criteria

- Practices (Evidence folder).....50%
- Complete layout project50%
- Total**.....100%

IX. Bibliography

Required

- Eppsteinn, C. (2020). Mueller. <https://muellergridsystem.com/>
- Graver, A. Jura, B. (2012). *Best Practices for Graphic Designers. Grids And Page Layouts: An essential guide for Understanding & applying page design Principles, Rockport and Breaking the grid, A graphic desiign layout workshop, Second Edition Updated and Expanded*, Rockport Publishers, Ma. EU Publishers, Ma. EU [clásico]
- Müller-Brockmann, J. (2016). *Grid System in Graphic Design*, Niggli Publishers, Teufen, Switzerland.
- Samara, T. (2017). *Making*.
- Tondreau, B. (2009). *Layout Essentials: 100 Design Principles for using grids*, Rockport Publishers, Ma. EU. [clásico]

Suggested

- Developer Mozilla Org (2021). *Resources for developers, by developers. What is a Grid Layout?* [https://developer.mozilla.org/en-US/docs/Learn/CSS/CSS layout/Grids](https://developer.mozilla.org/en-US/docs/Learn/CSS/CSS_layout/Grids)
- Velarde, O. (2021). *A quick look at types of grids for creating professional, Designs Easy Web Content Inc*, <https://visme.co/blog/layout-design/>

X. TEACHER PROFILE

The teacher must have be a Graduate in Graphic Design, Communication or related, in addition to having knowledge, courses, diplomas and / or postgraduate degrees in design, as well as having experience in editorial production or web developer, and the ability to use programs of design, that allow the edition of texts, vectors, images and layout. It must also be creative, encourage collaborative work, have an analytical sense and be responsible.