

# SYLLABUS OF THE ACADEMIC DISCIPLINE

## Layout Design

**The status of the discipline:** mandatory.

**Lecturer of the Department of Interior and Furniture Design:** Danylo Kosenko.

**Recommended:** second (master's) level of higher education.

**Necessary prerequisites:** basic skills in freehand sketching and drawing; basic skills in technical drawing with pen and ruler; basic skills in layout software (Adobe InDesign or similar).

### 1. Abstract:

**Module volume:** total number of hours – 60; ECTS credits – 2.

**The goal of the course is** to provide theoretical fundamentals and basic practical skills for designing layouts for different kinds of printed products, from single-sheet publications to multi-page catalogues, books and magazines, using both manual sketching techniques and professional layout software.

### Learning outcomes:

*know:* the fundamentals of layout design; principles of layout grids; basic approaches to the layout of unbound and bound printed products;

*be able to:* develop layouts for different kinds of printed products, including posters, flyers, leaflets, catalogues, books and magazines; apply different kinds of layout grids; use freehand sketching and layout software in the design process;

*is able to demonstrate:* the ability to progress from manual layout sketching with pencil and tracing paper to the development of complex document layouts using Adobe InDesign or similar software;

*possess the skills of:* freehand and technical drawing for layout development; practical application of layout grids; digital page-layout development;

*independently solve:* basic layout design tasks for single-sheet and multi-page printed products.

**Content disciplines:** Theme 1. Layout Design Fundamentals. Theme 2. Layout Grids. Theme 3. Layout Design of Unbound Products. Theme 4. Layout Design of Bound Products.

**Form final control:** portfolio based on class exercises.

**Means diagnostics of academic success:** portfolio as a result of class exercises.

**Language training:** not specified.

### Distribution of points

| Ongoing assessment and independent work |    |    |    | Sum |
|-----------------------------------------|----|----|----|-----|
| T1                                      | T2 | T3 | T4 |     |
| 10                                      | 20 | 35 | 35 |     |
|                                         |    |    |    | 100 |

### Distribution of points from disciplines

| Types of work evaluated in points                | T1 | T2 | T3 | T4 | Subtotal   |
|--------------------------------------------------|----|----|----|----|------------|
| Speaking in class, participating in a discussion | 10 | 5  | 5  | 5  | 25         |
| Portfolio works                                  | -  | 15 | 30 | 30 | 75         |
| <b>Total</b>                                     |    |    |    |    | <b>100</b> |

### Criteria for evaluating types of work

The study of theoretical material is assessed based on the results of reports, participation in discussions, and answers to questions during practical classes.

Evaluation criteria:

excellent - fluent command of professional terminology, deep understanding of theoretical concepts on the topic;

good – fluent command of professional terminology with minor inaccuracies, understanding of theoretical concepts on the topic;

satisfactory – mastery of the basics of professional terminology, basic understanding of theoretical concepts on the topic;

unsatisfactory – possession of only elements of professional terminology, superficial understanding of theoretical concepts on the topic.

The performance of exercises and practical work is assessed according to the following criteria:

compliance with the task – 0-30% of the maximum number of points;

quality of source processing – 0-30% of the maximum number of points;

quality of performance of analytical and descriptive work – 0-40% of the maximum number of points;

The minimum score for each of the works (tests) is 60% of the possible points. If you receive fewer points, the work must be retaken.

#### **Conformity scales quality assessments assimilation educational material**

| Rating by national scale for exam, CP, CW /score/ | Rating in points | Rating for scale ECTS | Explanation                                                                            |
|---------------------------------------------------|------------------|-----------------------|----------------------------------------------------------------------------------------|
| <b>Excellent / enrolled</b>                       | 90-100           | <b>A</b>              | <b>Excellent</b><br>(excellent implementation only with insignificant quantity errors) |
| <b>Good/ enrolled</b>                             | 82-89            | <b>B</b>              | <b>Very good</b><br>(above average equal with several errors)                          |
|                                                   | 74-81            | <b>C</b>              | <b>Good</b><br>(in general true implementation with certain quantity essential errors) |
| <b>Satisfactorily/ enrolled</b>                   | 64-73            | <b>D</b>              | <b>Satisfactorily</b><br>(not bad, but from significant quantity disadvantages)        |
|                                                   | 60-63            | <b>E</b>              | <b>Enough</b><br>(implementation corresponds minimal criteria)                         |
| <b>Unsatisfactorily/ unaccounted for</b>          | 35-59            | <b>FX</b>             | <b>Unsatisfactorily</b><br>(with opportunity repeated drafting)                        |
|                                                   | 0-34             | <b>F</b>              | <b>Unsatisfactorily</b><br>(with mandatory repeated studying disciplines)              |

### **3. Policy:**

3.1. Mandatory compliance by applicants with academic integrity, namely:

- independent performance of all types of work, tasks, and forms of control provided for by the work program of the academic discipline;
- references to sources of information when using ideas, developments, statements, information;
- compliance with the norms of legislation on copyright and related rights;
- providing reliable information about the results of one's own educational (scientific, creative) activities, research methods used and sources of information.

If violations of academic integrity are detected, the work will not be accepted and will need to be resubmitted.

3.2. Obtaining a minimum grade in a discipline is possible provided that:

- completion of all individual tasks according to the program;
- passing final control.

3.3. Deadlines for submission of work.

Individual assignments are accepted no later than the last day of independent work of applicants according to the educational process schedule.

The final control is taken according to the educational process schedule.

3.4. Postponement of the deadline for submission of works/resubmission.

In case of untimely completion of work, resubmission takes place within the deadlines established by the University for the liquidation of debts.

The grade for work submitted after the deadline without a valid reason cannot exceed 85% of the maximum number of points.

Retaking for valid reasons (hospital, academic mobility) with a supporting document is evaluated without reducing points;

3.5. Recognition of the learning outcomes of higher education applicants obtained in non-formal education is allowed, namely, the assessment of individual works up to 35% of the total number if there is a certificate in the topic or related areas obtained on the platforms of mass open online courses, training centers, etc.

3.6. Recognition of learning outcomes obtained under academic mobility programs is allowed, in accordance with the applicant's individual mobility plan.