



## Common Course Numbering System

Your current Institution is CCCS

### Searching Current Courses For Spring 2026

**Course:** MGD 1015  
**Title:** Typography & Layout  
**Long Title:** Typography & Layout  
**Course Description:** Covers the creation and production of graphic projects, emphasizing the layout creative design process, problem solving, and research. Provides experience producing thumbnails, roughs and digital layouts emphasizing refined creative typography.  
**Min Credit:** 3  
**Max Credit:**

#### Origin Notes:

CCD

#### STANDARD COMPETENCIES:

- I. Work with a variety of hierarchical designs (Valuing Diversity 3)
- II. Mount or mock-up printed projects and present for critique (Speaking/Listening 3, Valuing Diversity 3)
- III. Measure type, leading and line length (Computer Literacy 3)
- IV. Identify copy specification methods used to figure precisely, place will be consumed by indicated type and leading (Reading 3)
- V. Work in groups to identify content, to develop concepts, and to research previous concepts for similar products or ideas (Speaking/Listening 3, Reading 3)
- VI. Write headlines to fit best concepts, messages and design approach that have been developed (Writing 3)
- VII. Critique layouts to determine which are most successful and why (Speaking/Listening 3, Valuing Diversity 3)
- VIII. Discuss target audiences, demographics, marketing techniques and goals to be accomplished (Speaking/Listening 3)
- IX. Produce thumbnails (Computer Literacy 3)
- X. Explore options in printed materials using only 2 colors (Reading 3)
- XI. Produce full color layout using laser color copies and specified body copy (Writing 3)

#### TOPICAL OUTLINE:

- I. Poster Design
  - A. Computer illustration and two-color design
  - B. Conceptual development and copy writing

C. Visual hierarchy

II. Logo Design

A. Research, name and describe fictitious company

B. Logo permutations in black and white

C. Final business description and logo mounted

III. Logo Implementation

A. Color scheme

B. Copy writing tagline

C. Mount final color scheme and logo in color

IV. Systems and Identity

A. Paper types and distributors

B. Design a business card

C. Design letterhead and envelope

V. Promotional Design

A. Types of promotional design and knowing your market

B. Designing promotional piece, printing it, and presenting final piece

**Course Offered At:**

**Arapahoe Community College ACC**  
**Community College of Aurora CCA**  
**Community College of Denver CCD**  
**Pueblo Community College PCC**  
**Pikes Peak State College PPCC**

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