

DART G174: PRINT AND DIGITAL PUBLICATION DESIGN

Item	Value
Curriculum Committee Approval Date	11/05/2024
Top Code	061450 - Desktop Publishing
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Formerly: Introduction To Page Layout & Design - Adobe InDesign. This course is an introduction to digital page layout and design using today's software such as Adobe InDesign. This course includes beginning principles of document layout design combined with detailed software instruction that will enable the student to master basic principles of typography and publishing for print and digital delivery. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course outcomes
2. Use Adobe InDesign to produce publications for print and e-publishing.
3. Compose pages using the underlying structure of page composition and design.
4. Design page layouts using basic layout theory.
5. Integrate text, digital images, and graphics from other computer applications.
6. Discuss practices used in the publishing and printing industries.

Course Objectives

- 1. Discuss basic publishing terminology.
- 2. Practice workflows that simplify the design process.
- 3. Create pages for books and documents.
- 4. Create interactive forms and EPUBs.
- 5. Compare techniques of creating text and importing text into Adobe InDesign.
- 6. Construct shapes in Adobe InDesign documents.
- 7. Prepare packaged files for commercial printing.

Lecture Content

1. Elements of Design2. Typography, font installation3. InDesign Basics4. Portable Document Format (PDF)5. Native Illustrator and

Photoshop files, and PDF file import6. Templates7. Master Pages and multiple master pages8. Basic Publications a. Multi Column Flyers b. Letter Heads Envelopes c. Business Cards d. Multiple Page Documents e. Booklets9. Styles10. Drawing, Bezier Paths11. Placing images12. Working with clip art and photos13. Story Editor14. Inline graphics, scaling and shearing text and graphics15. Clipping paths16. HTML PDF17. Books, index18. Color and Gradients19. Layers20. Papers21. Camera ready copy22. Printing/print set-up

Lab Content

Recreate a two-page spread of an editorial layout. Design and layout a menu for print. Design and layout a print product catalog for a company of your choice. Develop two ebooks: one will be a text-heavy novel of the student's choice (EPUB-reflowable), and a second one will be a picture-heavy interactive book (EPUB-fixed layout or iBOOKS). Develop an email campaign to promote your ebooks. Design an interactive publication, which could be an Interactive Newsletter, Digital eMagazine, eCatalog, or an eBrochure for your area of interest. Design and layout a print magazine for a city of your choice.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Reading Assignments

From textbook: Adobe InDesign 2020: The Professional PortfolioStudents will read and complete projects weekly.

Writing Assignments

Students will complete hands on projects from chapters in the required text and the step-by-step demonstrations and examples demonstrated in class.

Out-of-class Assignments

Additional projects may be completed to further demonstrate competence in using desktop publishing software, including: Complete textbook exercises Conduct project research

Demonstration of Critical Thinking

Students will use Adobe InDesign to produce professional looking publications. The software will be used to assemble text and graphics to effectively communicate products and services to businesses and consumers. The students will demonstrate the ability to create pages using the basic principles of page composition and design. The final result of the process will deliver documents that are ready for printing in high capacity output.

Required Writing, Problem Solving, Skills Demonstration

Students will complete hands on projects from chapters in the required text and the step-by-step demonstrations and examples demonstrated in class.

Eligible Disciplines

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent. Note: 'master's degree in fine arts' as used here refers to any master's

degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the 'Master of Fine Arts' (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Master's degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Sharnandez, C.. Mastering Adobe InDesign 2024 Guide For Beginners: Unlock the Full Potential of InDesign 2024 with Expert Techniques and Comprehensive Guidance, 1st ed. Independently published, 2023 Rationale: Previous textbook outdated

Other Resources

1. One large capacity external hard drive.