

# DMD C120: DIGITAL MEDIA PUBLICATION (INDESIGN)

Item	Value
Curriculum Committee Approval Date	11/15/2024
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture 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

In this course, students will explore the fundamental tools and techniques of Adobe InDesign to create professional-quality publications. Through hands-on projects, students will learn how to navigate and customize the InDesign workspace, organize text and graphic elements, and apply essential design principles. Emphasis is placed on developing skills to create and refine documents while understanding the purpose and audience requirements. Students will also gain experience in preparing and exporting publications for print, web, and digital devices, ensuring compatibility and accessibility. No art background required. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Design and set up publications using industry-standard layout techniques in Adobe InDesign.
2. Create and modify visual and typographic elements in a publication while adhering to design principles.
3. Prepare and export publications for print, web, and digital devices, ensuring compatibility and accessibility.

## Course Objectives

- 1. Navigate, organize, and customize the Adobe InDesign workspace to optimize workflow for different publication projects.
- 2. Create a new document with appropriate settings for print and digital outputs, including setting up margins, bleed, and orientation.
- 3. Identify the purpose and target audience of a publication to inform design choices and layout strategies.
- 4. Import and place digital assets such as images and graphics into an InDesign document, applying transformations as needed to fit the layout.
- 5. Utilize text frames and typographic settings to add, format, and manage text within a publication, ensuring readability and hierarchy.
- 6. Manage colors, swatches, and gradients to enhance visual elements and create cohesive designs, using layers to organize design components effectively.
- 7. Apply basic effects and styles to modify the appearance of design elements, enhancing the visual impact of the publication.

- 8. Prepare a document for final output, including checking for errors, applying appropriate settings for print and digital formats, and ensuring compliance with basic copyright and licensing requirements.
- 9. Export or save documents in different file formats suitable for print, web, or digital devices, optimizing the publication for the intended platform.

## Lecture Content

Introduction to Adobe InDesign and its interface Navigate, organize, and customize the Adobe InDesign workspace to optimize workflow. Overview of InDesign s interface and tools. Customizing workspace settings. Workspace organization and navigation shortcuts. Navigating and Customizing the Workspace Customization and workspace organization. Creating and saving custom workspaces. Setting preferences for publication projects. Organizing panels, tools, and menus for optimal efficiency. Document Setup and Project Planning Setting up documents for different output formats. Create a new document with appropriate settings for print and digital outputs, including setting up margins, bleed, and orientation. Document setup options and planning Determining page size, orientation, margins, and bleeds. Best practices for different publication formats. Working with Text and Typography Text management and typography techniques. Utilize text frames and typographic settings to add, format, and manage text within a publication, ensuring readability and hierarchy. Creating text frames and linking text. Formatting and applying typographic styles. Creating and using paragraph and character styles. Working with Images and Graphics Managing and placing images and graphic elements. Import and place digital assets such as images and graphics into an InDesign document, applying transformations to fit the layout. Importing and linking images. Transforming and scaling images. Working with frames, shapes, and graphic effects. Color Management Managing colors and applying visual styles. Manage colors, swatches, and gradients Creating and applying color swatches. Using gradients and transparency effects. Organizing design components with layers. Preparing Documents for Publishing Preparing documents for various publishing platforms. Prepare a document for final output, including checking for errors and applying appropriate settings for print and digital formats. Pre-flight check for print readiness. Setting up final output settings for print, web, and digital formats. Legal considerations and basic copyright/licensing guidelines. Exporting Files for Print, Web, and Digital Platforms Exporting and saving documents in appropriate file formats. Export options for print and digital publications.(PDF, EPUB) Optimizing file sizes Prepare final portfolio and Peer review Final project preparation and peer review. Compiling and refining a portfolio of projects. Peer review and feedback sessions. Reflecting on design choices and improvements.

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and virtual field trips.

## **Reading Assignments**

Students will complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from the Coastline Library.

## **Writing Assignments**

Create design layouts, revision/reflective logs, weekly topic responses, and critiques.

## **Out-of-class Assignments**

Weekly projects demonstrating skills acquired and develop a self-designed project.

## **Demonstration of Critical Thinking**

Analyzing audience needs, evaluating design principles, selecting appropriate typographic elements, optimizing layout structures, troubleshooting technical issues, refining publication workflows, and assessing project effectiveness.

## **Required Writing, Problem Solving, Skills Demonstration**

Create design briefs, audience analyses, and publication plans. Demonstrate skills through layout projects, workspace customization, and document creation.

## **Eligible Disciplines**

Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Textbooks Resources**

1. Required Against the Clock. Adobe InDesign CC 2024: The Professional Portfolio, 2024 ed. 9781958953181: Against the Clock, 2024 2. Required Adobe. Adobe InDesign CC Classroom in a Book (2024 Release), 1st ed. 9780138263911: Adobe, 2024

## **Other Resources**

1. Coastline Library 2. Course uses Online resources, Open Educational Resources (OER), and Zero Textbook Cost (ZTC) Resources.