

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Publicatin Design
<b>COURSE NUMBER</b>	DIGI 0180
<b>DIVISION</b>	Arts, Communications, and Humanities
<b>DEPARTMENT</b>	DIGI
<b>CIP CODE</b>	10.0303
<b>CREDIT HOURS</b>	3.00
<b>CONTACT HOURS/WEEK</b>	Class: 3.00                      Lab: X                      Clinical: X
<b>PREREQUISITES</b>	None

**COURSE PLACEMENT** Students must meet the correct placement measure for this course. Information may be found at:  
<https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html>

## COURSE DESCRIPTION

Publication Design teaches the skills necessary for employment in the Design Industry or additional education. The class focuses on Adobe Indesign and the use of additional software in graphic design and page layout. The course covers digital typesetting, page composition, publication design as used in a professional environment, desktop publishing, the use of scanners, printers, as well as files and images from a variety of programs which include Adobe applications and their proper use in page layout in Indesign.

## KANSAS SYSTEMWIDE TRANSFER: DIGI0180

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

## PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:  
[https://kansasregents.org/workforce\\_development/program-alignment](https://kansasregents.org/workforce_development/program-alignment)

### **General Education Learning Outcome**

- Basic Skills for Communication
- Mathematics
- Humanities
- Natural and Physical Sciences
- Social and Behavioral Sciences

### **Institutional Learning Outcomes**

- Communication
- Computation and Financial Literacy
- Critical Reasoning
- Technology and Information Literacy
- Community and Civic Responsibility
- Personal and Interpersonal Skills

### **TEXTBOOKS**

<http://kckccbookstore.com/>

### **METHODS OF INSTRUCTION**

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

### **COURSE OUTLINE**

Students are expected to develop the technical and artistic skills required to produce professional-quality documents using desktop publishing software and hardware. Skills emphasized will include layout software (Adobe In Design), drawing software (Adobe Illustrator) and image-editing software (Adobe Photoshop). Students will also become familiar with the operation of desktop publishing hardware, including Macintosh computers, scanners, inkjet and laser-printers. In addition to developing technical skills, students will also learn design principles that will allow them to properly position text, pictures and other graphic elements on pages throughout single or multiple page documents. Manipulating typefaces, editing images, and other graphic arts skills will also be covered. At the conclusion of the class, students will be able to take a desktop publishing project from concept to final product.

- I. Introduction to digital design with Adobe InDesign
- II. Basic familiarity with layout software features and functions
- III. Basic principles of design
- IV. Document production hardware and methods
- V. Working with text
- VI. Working with raster-based graphics in Adobe InDesign

- VII. Working with vector-based graphics in Adobe InDesign
- VIII. Marketing essentials
- IX. Working with clients
- X. Advanced use of layout hardware and software
- XI. Creation of a Product with Adobe InDesign
- XII. Creation of a series of products employing branding strategy.

## **COURSE LEARNING OUTCOMES AND COMPETENCIES**

Upon successful completion of this course, the student will:

- A. Identify the basic elements of design
- B. Create
- C. Compose newsletter layouts
- D. Manipulate pictures using digital editing hardware and software.
- E. Product work in accordance with deadline and quality standards.
- F. Create a published product from concept to final product.

### **G. COURSE COMPETENCIES:**

H. In order to achieve the learning objectives defined above, you should achieve the following competencies:

- I. *Identify the basic elements of design*
- J. 9. Explain the importance of an element's position on a page
- K. Explain the importance of white space
- L. Explain the importance of gray and black space
- M. Explain the importance of contrast, repetition, alignment and proximity
- N. Identify various elements of type and explain their proper use
- O. Identify and explain the proper use of various typefaces
- P. *Manipulate design elements to achieve a desired effect*
- Q. Operate desktop publishing hardware and software
- R. Apply the basic elements of design to a page layout
- S. Apply the basic elements of design to a document layout
- T. *Compose ad layouts*
- U. Write ad copy
- V. Select and/or create illustrations
- W. Create ad layouts based on internal and external design concerns
- X. *Compose sales promotion layouts*
- Y. Plan page and document layout
- Z. Plan element placement
- AA. Create layouts for a brochure, catalog or other sales promotion publication
- BB. Organize material for printing
- CC. *Compose business document layouts*
- DD. Plan page and document layout
- EE. Plan element placement

- FF. Create layouts for a brochure, resume and/or business card
- GG. Organize material for printing
- HH. *Compose form layouts*
- II. Plan page and document layout
- JJ. Plan element placement
- KK. Create layouts for a business reply form and/or survey
- LL. Organize material for printing
- MM. *Manipulate pictures using digital editing hardware and software*
- NN. Operate a scanner
- OO. Manipulate scanner settings to affect image quality
- PP. Operate digital editing hardware and software
- QQ. Explain the effect of resolution changes on file size and image quality
- RR. Explain the effect of image type on file size and image quality
- SS. Modify images to improve image quality and/or create special effects
- TT. Identify different digital printing media
- UU. *Produce work in accordance with deadlines and quality standards*
- VV. Accurately estimate the amount of time publishing tasks will require
- WW. Accurately estimate the amount of effort publishing tasks will require
- XX. Produce quality work on time
- ZZ. *Defend or reject decisions based on principles of ethics*
- AAA Identify ethical principles that may control designers' behavior
- BBB Appraise the ethics of choices made while working on publications
- CCC *Identify potential legal problems with published material*
- DDD Identify some of the legal restrictions placed on publishing professionals
- EEE Appraise publishing decisions for potential legal problems
- FFF *Create a published product from concept to final product*
- GGG Discuss a real-world project with a client
- HHH Identify the client's needs
- III Cooperate with the client to determine appropriate format and content
- JJJ Produce a final product for the client

## **ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

## **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.