

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Modern Publication Design
COURSE NUMBER	JOUR 0180
DIVISION	Arts, Communications, and Humanities
DEPARTMENT	JOUR
CIP CODE	10.0303
CREDIT HOURS	3.00
CONTACT HOURS/WEEK	Class: 3.00 Lab: X Clinical: X
PREREQUISITES	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, digital drawing tablets, 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: JOUR0180

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

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, digital drawing tablets, 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 desktop publishing tools and explain their proper use.
- B. Identify the basic elements of design.
- C. Manipulate design elements to achieve a desired effect.
- D. Compose newsletter layouts.
- E. Compose ad layouts.
- F. Compose sales promotion layouts.
- G. Compose business document layouts.
- H. Compose for layouts.
 - I. Manipulate pictures using digital editing hardware and software.
- J. Produce work in accordance with deadlines and quality standards.
- K. Defend or reject publishing-related decisions based on principles of ethics.
- L. Identify potential legal problems with published material.
- M. Create a published product from concept to final product.

COURSE COMPETENCIES:

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

Identify desktop publishing tools and explain their proper use

- 1. Identify and explain the use of document layout software
- 2. Identify and explain the use of illustration software
- 3. Identify and explain the use of image editing software
- 4. Identify and explain the use of a computer and its operating system
- 5. Identify and explain the use of a scanner
- 6. Identify and explain the use of a digital drawing tablet
- 7. Identify and explain the use of an inkjet printer
- 8. Identify and explain the use of a laser-printer

Identify the basic elements of design

- 9. Explain the importance of an element's position on a page
- 10. Explain the importance of white space
- 11. Explain the importance of gray and black space
- 12. Explain the importance of contrast, repetition, alignment and proximity

13. Identify various elements of type and explain their proper use
14. Identify and explain the proper use of various typefaces
- Manipulate design elements to achieve a desired effect*
15. Operate desktop publishing hardware and software
16. Apply the basic elements of design to a page layout
17. Apply the basic elements of design to a document layout
- Compose ad layouts*
18. Write ad copy
19. Select and/or create illustrations
20. Create ad layouts based on internal and external design concerns
- Compose sales promotion layouts*
21. Plan page and document layout
22. Plan element placement
23. Create layouts for a brochure, catalog or other sales promotion publication
24. Organize material for printing
- Compose business document layouts*
25. Plan page and document layout
26. Plan element placement
27. Create layouts for a brochure, resume and/or business card
28. Organize material for printing
- Compose form layouts*
29. Plan page and document layout
30. Plan element placement
31. Create layouts for a business reply form and/or survey
32. Organize material for printing
- Manipulate pictures using digital editing hardware and software*
33. Operate a scanner
34. Manipulate scanner settings to affect image quality
35. Operate digital editing hardware and software
36. Explain the effect of resolution changes on file size and image quality
37. Explain the effect of image type on file size and image quality
38. Modify images to improve image quality and/or create special effects
39. Identify different digital printing media
- Produce work in accordance with deadlines and quality standards*
40. Accurately estimate the amount of time publishing tasks will require
41. Accurately estimate the amount of effort publishing tasks will require
42. Produce quality work on time
- Defend or reject decisions based on principles of ethics*
43. Identify ethical principles that may control designers' behavior
44. Appraise the ethics of choices made while working on publications
- Identify potential legal problems with published material*
45. Identify some of the legal restrictions placed on publishing professionals
46. Appraise publishing decisions for potential legal problems
- Create a published product from concept to final product*

47. Discuss a real-world project with a client
48. Identify the client's needs
49. Cooperate with the client to determine appropriate format and content
50. 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>.