

COURSE OUTLINE

Art 135
Digital Publication Design

Catalog Statement

ART 135 focuses on the principles of graphic design to create layouts that can be viewed across multiple platforms. Emphasis is placed on industry standard software such as Adobe InDesign, on the Macintosh platform. Students integrate typography and graphics to create a variety of projects that explore the technical and aesthetic nature of digital publication design through print and electronic publication (EPUB). The creation of portfolio level work is stressed throughout the course. Verbal and visual presentation skills necessary to communicate with future clients are emphasized. Critiques focus on appropriate solutions, visual interest and craftsmanship.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

Total Course Units: 3.0

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 80.0

Prerequisite: ART 132 or equivalent

Recommended Preparation: ART 133, 134, and, PHOTO 121 or equivalent.

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- Practice typographic visual organization;
- explore typographic solutions and their influence on visual communication;
- analyze technical and design effects on image;
- exhibit a basic understanding of graphic design project creation;
- identify digital imaging fundamentals.

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- explain intermediate level graphic design concepts;
- relate advanced knowledge and understanding of graphic design layout software;
- demonstrate a functional understanding of relevant graphic design, print and electronic publication (EPUB) standards.

Course Content

Total Faculty Contact Hours = 80.0

Introduction (1 hour)

Course orientation

Layout software interface

Lecture Planning a Layout (2 hours)

Assessing client needs

Assessing printing needs

Collecting copy

Collecting images

Mapping out with preliminary sketches

Establishing deadlines

Laboratory Planning a Layout (2 hours)

Assessing client needs

Assessing printing needs

Collecting copy

Collecting images

Mapping out with preliminary sketches

Establishing deadlines

Digital Layout Creation (1 hours)

Opening and creating a document

Grid design strategy

Interface workflow optimization techniques

Creating and Flowing Text (2 hours)

Frame layout technique

Adjusting frames within grid structure

Editing text

Visual typographic layout techniques

Typographic Formatting (2 hours)

Formatting attributes

Font, size, color and meaning

Spacing, hyphenation and composition

Special characters

Lists and Tables (2 hours)

- Visual use of indent
- Adding a drop cap
- Lists and hanging indents
- Dashes, spaces and breaks
- Creating a table within a layout

Drawing Techniques within Layout Software (2 hours)

- Original graphics
- Drawing lines and shapes
- Fill, stroke, color, and gradients
- Aligning and distributing objects
- Vector technique within layout software

Importing and Modifying Artwork (2 hours)

- Anatomy of import
- Cropping and scaling artwork
- Rotating, slanting, flipping, wrapping text and graphics
- Inline graphics and anchored objects

Transparency and Effects (2 hours)

- Graduations in translucency
- Adjusting opacity and blending color
- Applying effects
- Clipping paths and alpha channels
- Importing layered artwork

Style Sheets within Layout (2 hours)

- Assembling a custom style
- Creating, applying and updating paragraph styles
- Augmenting text with character styles

Pages, Layers, and Extensible Markup Language (2 hours)

- Structure
- Pages, sections, and text variables
- Creation and theory of master pages and layers
- Assigning Extensible Markup Language (XML) tags and structure
- Separating XML content and design

Working with Long Documents (2 hours)

- Binding, synchronizing, and indexing
- Assembling documents into a book
- Synchronizing book documents
- Creating a table of contents and index

Graphic Design Printing and Output Technique (1 hour)

- Printing a draft
- Hyperlinks, and Portable Document Format (PDF)
- Preflight and packaging

Electronic Publication and EPUB formats **(3 hours)**

EPUB Fixed-Layout

EPUB Reflowable

Thicks-Layout EPUB

Graphic Design and Printer Issues **(2 hours)**

Quality control of design elements

Dialogue of client, designer and publication requirements

Client approval process strategies

Presentation **(2 hours)**

Presentation structure

Client dialogue

Introduction to portfolio structures

Laboratory Content **(48 hours)**

Application of design principles **(8 hours)**

Pages, section, and type variables **(6 hours)**

Strategies for client approval process **(6 hours)**

Software techniques and requirements **(8 hours)**

Quality control **(6 hours)**

Print and EPUB workflow **(8 hours)**

Presentation and evaluation **(6 hours)**

Methods of Instruction

The following methods of instruction may be used in the course:

- lectures;
- laboratory demonstrations;
- multi-media;
- online.

Out of Class Assignments

The following out of class assignments may be used in the course:

- preliminaries (e.g. examples of sketches, and any preliminary versions of the project as well as research on assigned topics);
- individual assignments (e.g. topic driven assignments demonstrating layout, composition, software typography).

Methods of Evaluation

The following methods of evaluation may be used in the course:

- instructor evaluation of student portfolio, preliminaries, or work;
- peer review or critique of student work;
- midterm project;
- final applied practicum.

Textbook(s)

Anton, Kelly K., and Cruise, John. *Adobe InDesign CC Classroom in a Book*. 1st Edition. ((Need City)) Adobe Systems, 2016. Print.

11th Grade Textbook Reading Level. ISBN: 978-0-134-31000-8.

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- develop solutions to assignments incorporating the critical elements of Graphic Design and Graphic Design software;
- demonstrate knowledge and technical skill in Graphic Design layout software.