



COURSE OUTLINE : ART 135
D Credit – Degree Applicable
COURSE ID 001030
Cyclical Review: September 2020

COURSE DISCIPLINE : ART
COURSE NUMBER : 135
COURSE TITLE (FULL) : Digital Publication Design
COURSE TITLE (SHORT) : Digital Publication Design

CATALOG DESCRIPTION

ART 135 focuses on the principles of graphic design to create layouts that can be viewed in print, pdf, and electronic publication formats. Emphasis is placed on industry standard software such as Adobe InDesign. Students integrate typography and graphics to create a variety of projects that explore the technical and aesthetic nature of user experience, and user interface design, through print, pdf 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.

CATALOG NOTES

While on campus students will be using the Macintosh OS in the classroom and computer labs to complete projects. Students who are working from home can use a PC or Macintosh OS if the system has the necessary requirements to run current Adobe Creative Cloud software.

Total Lecture Units: 2.00

Total Laboratory Units: 1.00

Total Course Units: 3.00

Total Lecture Hours: 36.00

Total Laboratory Hours: 54.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 90.00

Total Out-of-Class Hours: 72.00

Prerequisite: ART 132. Recommended Preparation: ART 133, ART 134, and PHOTO 160.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				Practice typographic visual organization;	No
2				explore typographic solutions and their influence on visual communication;	No
3				analyze technical and design effects on image;	No
4				exhibit a basic understanding of graphic design project creation;	No
5				identify digital imaging fundamentals.	No
6	ART	132	Typography	explain the history of typography including major type families, designers, and style movements;	Yes
7	ART	132	Typography	explain the rules, vocabulary and anatomy of type and letterforms;	Yes
8	ART	132	Typography	practice the principles of typographic visual organization;	Yes
9	ART	132	Typography	explore the impact of typographic solutions on visual communication;	Yes
10	ART	132	Typography	develop an aesthetic appreciation of typography as both text and display;	Yes
11	ART	132	Typography	discuss, critique and evaluate their own compositions, as well as those of their classmates.	Yes
12	ART	133	Digital Illustration	exhibit a basic understanding of various problem-solving methods;	Yes
13	ART	133	Digital Illustration	create a high contrast black and white illustration;	No
14	ART	133	Digital Illustration	create an illustration using values of black and white;	No
15	ART	133	Digital Illustration	create a one-color illustration;	No
16	ART	133	Digital Illustration	create a two-color illustration;	No
17	ART	133	Digital Illustration	create a multi-color illustration;	Yes
18	ART	133	Digital Illustration	define basic Illustrator tools;	Yes
19	ART	133	Digital Illustration	create and save new documents and artboards;	Yes
20	ART	133	Digital Illustration	create simple geometric shapes with Illustrator;	Yes
21	ART	133	Digital Illustration	create complex shapes using the pen and pencil tool;	Yes
22	ART	133	Digital Illustration	create and reshape paths;	Yes
23	ART	133	Digital Illustration	control various anchor points;	No



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24	ART	133	Digital Illustration	control fill and stroke tools for basic color;	No
25	ART	133	Digital Illustration	create and control layers;	No
26	ART	133	Digital Illustration	create color gradients;	No
27	ART	133	Digital Illustration	create compound paths;	No
28	ART	133	Digital Illustration	create, style, and edit type.	No
29	ART	134	Graphic Design Foundations	explain foundation level graphic design concepts;	Yes
30	ART	134	Graphic Design Foundations	relate a functional knowledge and understanding of graphic design project creation;	Yes
31	ART	134	Graphic Design Foundations	outline a practical overview and understanding of client requirements;	Yes
32	ART	134	Graphic Design Foundations	delineate a functional understanding of relevant graphic design standards	Yes
33	PHOTO	160	Photoshop	Identify digital image fundamentals;	Yes
34	PHOTO	160	Photoshop	apply scanning and importing image methods;	Yes
35	PHOTO	160	Photoshop	identify and use Photoshop's basic interface;	Yes
36	PHOTO	160	Photoshop	apply open, create, resize, and save image methods;	Yes
37	PHOTO	160	Photoshop	create and refine selections to make changes in a document;	Yes
38	PHOTO	160	Photoshop	apply layer basics;	Yes
39	PHOTO	160	Photoshop	apply basic image retouching and enhancing methods;	Yes
40	PHOTO	160	Photoshop	use the paint, shape, pen, and type tools;	Yes
41	PHOTO	160	Photoshop	use the ruler, a grid, guides, and set up their preferences;	Yes
42	PHOTO	160	Photoshop	apply print methods;	Yes
43	PHOTO	160	Photoshop	analyze technical and design effects on image.	Yes



EXIT STANDARDS

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

STUDENT LEARNING OUTCOMES

- 1 develop solutions to assignments incorporating the critical elements of graphic design and graphic design software
- 2 demonstrate knowledge and technical skill in Graphic Design layout software

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction <ul style="list-style-type: none"> • Course orientation • Layout software interface 	1.5	2.5	4
2	Planning a Layout <ul style="list-style-type: none"> • Assessing client needs • Assessing printing needs • Collecting copy • Collecting images • Mapping out with preliminary sketches • Establishing deadlines 	3	5	8
3	Digital Layout Creation <ul style="list-style-type: none"> • Opening and creating a document • Grid design strategy • Interface workflow optimization techniques 	1.5	2.5	4
4	Creating and Flowing Text <ul style="list-style-type: none"> • Frame layout technique • Adjusting frames within grid structure • Editing text • Visual typographic layout techniques 	1.5	2.5	4



5	Typographic Formatting <ul style="list-style-type: none"> • Formatting attributes • Font, size, color and meaning • Spacing, hyphenation and composition • Special characters 	1.5	2.5	4
6	Lists and Tables <ul style="list-style-type: none"> • Visual use of indent • Adding a drop cap • Lists and hanging indents • Dashes, spaces and breaks • Creating a table within a layout 	1.5	2.5	4
7	Drawing Techniques within Layout Software <ul style="list-style-type: none"> • Original graphics • Drawing lines and shapes • Fill, stroke, color, and gradients • Aligning and distributing objects • Vector technique within layout software 	1.5	2.5	4
8	Importing and Modifying Artwork <ul style="list-style-type: none"> • Anatomy of import • Cropping and scaling artwork • Rotating, slanting, flipping, wrapping text and graphics • Inline graphics and anchored objects 	1.5	2.5	4
9	Transparency and Effects <ul style="list-style-type: none"> • Graduations in translucency • Adjusting opacity and blending color • Applying effects • Clipping paths and alpha channels • Importing layered artwork 	1.5	2.5	4
10	Style Sheets within Layout <ul style="list-style-type: none"> • Assembling a custom style • Creating, applying and updating paragraph styles • Augmenting text with character styles 	1.5	2.5	4



11	<p>Pages, Layers, and Extensible Markup Language</p> <ul style="list-style-type: none"> • 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 	1.5	2.5	4
12	<p>Working with Long Documents</p> <ul style="list-style-type: none"> • Binding, synchronizing, and indexing • Assembling documents into a book • Synchronizing book documents • Creating a table of contents and index 	1.5	2.5	4
13	<p>Graphic Design Printing and Output Technique</p> <ul style="list-style-type: none"> • Printing a draft • Hyperlinks, and Portable Document Format (PDF) • Preflight and packaging 	1.5	2.5	4
14	<p>Electronic Publication and EPUB formats</p> <ul style="list-style-type: none"> • EPUB Fixed-Layout • EPUB Reflowable • Thicks-Layout EPUB • Graphic Design and Printer Issues • Quality control of design elements • Dialogue of client, designer and publication requirements • Client approval process strategies 	1.5	2.5	4
15	<p>Presentation</p> <ul style="list-style-type: none"> • Presentation structure • Client dialogue • Introduction to portfolio structures 	1.5	2.5	4
16	<p>Laboratory Content</p> <ul style="list-style-type: none"> • Application of design principles • Pages, section, and type variables • Strategies for client approval process • Software techniques and requirements • Quality control • Print and EPUB workflow • Presentation and evaluation 	12	14	26
				90



OUT OF CLASS ASSIGNMENTS

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

METHODS OF EVALUATION

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

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Adobe InDesign CC Classroom in a Book	Required	Adobe Systems	1	Print	Tina DeJarld	978-0136502678	2020