



Western Technical College

10201104 Publication Design 1

Course Outcome Summary

Course Information

Description	This is a basic course in the use of the page layout software InDesign. The student will learn to utilize basic tools and key commands, place text and images, apply typographical formats, use text styles, manipulate tabs, and control design elements to create various publication designs. Before beginning this course, you should have a working knowledge of your computer and its operating system.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

Mac is Not a Typewriter. 2nd Edition. Copyright 2003. Williams, Robin. Publisher: Pearson. **ISBN-13**:978-0-201-78263-9. Required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Embrace Sustainability

High Impact Practices

1. Technology-Enhanced Learning: this course will incorporate digital technologies like gamification, virtual reality experiences, or simulations. In addition, you will create technology-enhanced products such as ePortfolios, multimedia presentations, or other e-products to showcase your learning.

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services
2. Demonstrate proficiency in the use of design software, tools and technology
3. Apply effective legal and ethical business practices and project management skills

Course Competencies

1. Manage computer documents.

Assessment Strategies

- 1.1. Performance
- 1.2. Digital File Review

Criteria

You will know you are successful when

- 1.1. you create new documents according to specifications.
- 1.2. you print documents to various printers.
- 1.3. you save new documents without losing them.
- 1.4. you find and open saved documents.

Learning Objectives

- 1.a. Explore the Finder program and the Macintosh operating system.
- 1.b. Create folders on an external drive to organize documents from several classes.
- 1.c. Make new documents of various sizes using the new document dialog box.
- 1.d. Set page size and margin width accurately.
- 1.e. Save documents on external drive.
- 1.f. Make duplicates of documents in folder on the Student Server and on an external drive as a backup.
- 1.g. Find and open documents from previous class periods.
- 1.h. Print documents to black and white printer.
- 1.i. Print documents to color printer.

2. Critique art work according to the principles and elements of design.

Assessment Strategies

- 2.1. Digital File review
- 2.2. Critique

Criteria

You will know you are successful when

- 2.1. you communicate ideas using industry standard terminology.
- 2.2. you identify the principles and elements of a design.
- 2.3. you describe the principles and elements in a design.
- 2.4. you evaluate effectiveness of the use of principles and elements in the design.
- 2.5. you explain how a design makes effective use of the elements or could be modified.

Learning Objectives

- 2.a. Identify principles and elements of design present in creations.
- 2.b. Identify how principles and elements could be used to improve a creation.
- 2.c. Identify how principles and elements work together for the aesthetic appeal and communication.
- 2.d. Provide formative feedback to others on their design using industry standard terminology.

3. Manipulate shapes and forms.

Assessment Strategies

- 3.1. Digital File Review

Criteria

You will know you are successful when

- 3.1. you change the shape of basic shapes.
- 3.2. you create shapes using the pen tool.
- 3.3. you create modified shapes from text characters.
- 3.4. you use tables to make order forms.
- 3.5. you use tables or organize tabular data.

Learning Objectives

- 3.a. Utilize pen tool, anchor points and type on a path to make designs interesting.
- 3.b. Using type on a path create button type that appears to flow around the top and bottom of a circle.
- 3.c. Convert type characters into an editable box.
- 3.d. Fill type characters with a picture.
- 3.e. Create tables that match examples provided.
- 3.f. Rearrange sizes and attributes of rows, columns, cells, and grid lines.
- 3.g. Utilize insets to keep type from bumping into table borders.

4. Apply picture and text boxes in Graphic Design artwork.

Assessment Strategies

- 4.1. Digital File Review

Criteria

You will know you are successful when

- 4.1. you control position and size of objects using precise measurements.
- 4.2. you create several objects aligned and distributed across a page.
- 4.3. you control layering of objects.

Learning Objectives

- 4.a. Use control palette to accurately locate boxes using X and Y coordinates.
- 4.b. Use control palette to accurately size boxes by width and height.
- 4.c. Distribute items evenly across a distance using the distribute feature.
- 4.d. Bring items forward and send them backwards using keystrokes or the menu.
- 4.e. Cause text to flow around a box using text wrap.

5. Set and control appearance of type.

Assessment Strategies

- 5.1. Digital File Review
- 5.2. Critique

Criteria

You will know you are successful when

- 5.1. you set type that is easy to read.
- 5.2. you control character specific formatting.
- 5.3. you control paragraph wide formatting.
- 5.4. you find special characters.
- 5.5. you use correct dashes.
- 5.6. you use key combinations to create special symbols.
- 5.7. you create forms with tabs.
- 5.8. you align type with tabs and indents.

Learning Objectives

- 5.a. Control type size and leading using the control palette.
- 5.b. Choose appropriate fonts and change fonts using font menu.
- 5.c. Import text into a text box.
- 5.d. Distinguish between serif and sans serif fonts.
- 5.e. Use text inset to push type away from text box borders.
- 5.f. Set paragraph alignment.
- 5.g. Adjust space after, space before, and indents using the control palette.
- 5.h. Apply symbols and dashes according to practices in the Graphic Design Field.
- 5.i. Reorganize type with tabs and indents to create useful alignment.

6. Place and control images to create Graphic Design artwork.

Assessment Strategies

6.1. Digital File Review

Criteria

You will know you are successful when

- 6.1. you correctly place images.
- 6.2. you maintain the linking arrangement between high-resolution image files and their placeholders.

Learning Objectives

- 6.a. Place images on a page.
- 6.b. Resize images by eye and by percentages.
- 6.c. Fit images to box size while maintaining proportion.
- 6.d. Crop an image in the picture box.
- 6.e. Re-link an image placeholder to a misplaced image.
- 6.f. Keep page layout documents and their image files in the same folder on disk.
- 6.g. Add a tasteful drop shadow to a picture box.

7. Implement proofreading techniques and processes.

Assessment Strategies

7.1. Digital File Review

Criteria

You will know you are successful when

- 7.1. you submit documents without spelling errors.
- 7.2. you submit projects that are free from layering and position errors.

Learning Objectives

- 7.a. Run spell check on every document before printing.
- 7.b. Read through type on printed documents to check for spelling errors and wrong word errors.
- 7.c. Study and use proofreader's marks.
- 7.d. Make corrections following someone else's proofreading marks.
- 7.e. Check printed documents for misaligned, misplaced or overlapping graphics or type.
- 7.f. Correct errors and reprint documents as many times as necessary.

8. Use text styles to control elements in Graphic Design artwork.

Assessment Strategies

8.1. Digital File Review

Criteria

You will know you are successful when

- 8.1. you create style sheets.
- 8.2. you purge style sheet overrides from all text.
- 8.3. you use both character and paragraph style sheets.

Learning Objectives

- 8.a. Append style sheets from another document.
- 8.b. Make style sheets from given type specifications.
- 8.c. Acquire style sheet specifications from already formatted type.
- 8.d. Reformat style sheets to accommodate changes in the design.
- 8.e. Avoid applying local formatting to type.
- 8.f. Strip local formatting from type to maintain consistency.
- 8.g. Understand the difference between paragraph styles and character styles.
- 8.h. Control paragraph attributes using paragraph style sheets.
- 8.i. Use character styles to format individual words within a paragraph that has a paragraph style sheet applied.
- 8.j. Appreciate the hours of production that might be saved during revisions, if style sheets are consistently applied.

9. Create and apply colors in ways acceptable to industry standards.

Assessment Strategies

9.1. Digital File Review

Criteria

You will know you are successful when

- 9.1. you create color swatches.
- 9.2. you use correct color model.

Learning Objectives

- 9.a. Create a color swatch using spot colors (Pantone colors).
- 9.b. Create a color swatch using process colors.
- 9.c. Apply colors to type using the Swatches palette.
- 9.d. Set the color of boxes and their borders using Swatches palette.
- 9.e. Study the difference between Process and Spot color and which is correct for each project.
- 9.f. Print separations to the laser printer to check the number of colors used in a document.
- 9.g. Print to the color printer.