



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: GRA1120C

COURSE TITLE: Publication Design

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 32

Lab 32

Other

Contact Hours/Week 4

CATALOG COURSE DESCRIPTION:

Prerequisite: None

Corequisite: None

This course introduces the student to the principles governing page layout and the design of publications. The industry standard software will be used for the production of professional looking publications which may include magazines, newsletters, catalogs, newspapers, books, or annual reports. Topics covered include the basic principles of effective typography; the use of grids; integration of graphics and photos into publications; basic information design principles, working with spot, process color and separations, principles of page assembly and other methodologies to design and produce a variety of single- and multi-page publications.

UNIT TITLES:

1. Introduction to Publication Design
2. Introduction to Page Layout and Design Principles
3. Using industry software for the layout of single and multi-page publications
4. Page structure and using a grid
5. Working with master pages and style sheets
6. Introduction to Information Design Principles
7. Understand the fundamentals of typography as a tool for visual communication
8. Integrating Graphics and Photos for Effectiveness

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9. Creating Multi-Publications

10. Color management, printing publications and production issues

I. Course Overview:

Upon successful completion of this course, the students should be able to apply layout and design methods to professional communication projects including the understanding of typography, color, layout, pictures, graphics, headline writing and style, display style, and how to integrate their use and apply them in the planning, designing, creation, and printing of both simple and complex publications.

II. Units:

Unit 1. Introduction to Publication Design.

General Outcome:

1.0 The students should be able to describe and understand publication design.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Define publication design.

1.2 List various uses of publication design.

1.3 Discuss the development of publications.

1.4 Identify the basic components of publications.



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- 1.5 Identify basic print and resolution requirements.
- 1.6 Identify the uses of publication design.
- 1.7 Discuss common layout and composition concerns.
- 1.8 List publication issues.
- 1.9 Identify basic font selection and manipulation.
- 1.10 Develop the following skills:
 - 1.10.1 Open the layout software
 - 1.10.2 Identify the major menus and tool palettes
 - 1.10.3 Open a publication
 - 1.10.4 Locate and target printers
 - 1.10.5 Practice maximizing and moving the screen image
 - 1.10.6 Practice keyboard shortcuts from the dropdown or pull-down menus
 - 1.10.7 Practice basic page layout manipulations
 - 1.10.8 Print the publication

Unit 2. Introduction to Page Layout and Design Principles.

General Outcome:

- 2.0 The students should be able to use basic layout and design principles

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Set-up basic page layout



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2.2 Describe layout goals

2.3 Describe composition and define layout structure

2.4 Develop understanding of layout elements

2.5 Analyze components of effective layouts

2.6 Develop the following skills:

2.6.1 Describe the publication window

2.6.2 Practice moving between pages

2.6.3 Enter and edit text in the publication

2.6.4 Select text with the pointer and text tools

2.6.5 Drag text from the Pasteboard

2.6.6 Cut and paste text from the Clipboard

2.6.6 Place simple photos and graphics

2.6.7 Review the on-line Help screen

2.6.8 Locate and edit measurement palette

Unit 3. Using industry software for the layout of single and multi-page publications.

General Outcome:

3.0 The students should be able to explain basic layout principles and develop knowledge of software for the layout of single and multi-page publications

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 Identify how layout clarifies communication.

3.2 Explain how layout elements aid effective composition

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and communication.

- 3.3 Set-up basic multi-page layout
- 3.4 Identify how text files can be placed on the page.
- 3.5 Describe various text input and flow modes.
- 3.8 List and use various ways to save files.
- 3.9 Practice the following skills:
 - 3.9.1 To import text
 - 3.9.2 To drag-place text
 - 3.9.3 To flow text
 - 3.9.4 To change type specifications
 - 3.9.5 To import and size graphics
 - 3.9.6 To draw boxes and lines
 - 3.9.7 To wrap text around a graphic
 - 3.9.8 Reflow text
 - 3.9.9 Resize a text block
 - 3.9.10 Add space between text and a border.
 - 3.9.11 Move the zero point marker.
- 3.10 Set-up basic page structure
- 3.11 Define guides and margins
- 3.12 Describe functions of single page and multi-page publications

Unit 4. Page structure and using a grid.

General Outcome:

4.0 The students should be able to describe basic design

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principles of page structure and use a grid for effective publication communication.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Demonstrate how each of the following design principles apply to a publication:

4.1.1 Organization and layout

4.1.2 Structure and grids

4.1.3 Visual impact and emphasis

4.1.4 Rhythm, unity and contrast

4.1.5 Readability and Legibility

4.1.6 Unity in multi-page systems

4.1.7 Hierarchy and Communication

4.2 Practice the following skills:

4.2.1 Establish, use and modify a design grid

4.2.2 Explore use of grid to organize publication

4.2.3 Scale, locate and organize graphics using a grid

4.2.4 Narrow a column by dragging margins

4.2.5 Explore guides and margins for image and layout control and organization

4.2.6 Explore text alignments

4.2.7 Adjust margins to affect layout quality

4.2.8 Crop or expand a graphic

4.2.9 Explore grid for effective use of information



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Unit 5.

Working with master pages and style sheets.

General Outcome:

5.0 The students should be able to work with master pages and style sheets to organize information and enhance communication by defining text and page attributes in a publication.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 5.1 Define a style sheet.
- 5.2 Explain the usefulness of style sheets.
- 5.3 Identify publications for which style sheets are useful.
- 5.5 Explore various methods to prepare and import text
- 5.6 Describe how to edit a style sheet specifications
- 5.7 Practice the following skills:
 - 5.7.1 Use of the "Styles" palette
 - 5.7.2 Flow tagged text onto a page
 - 5.7.3 Flow untagged text onto a page and apply styles
 - 5.7.4 Edit styles
 - 5.7.5 Insert pages
 - 5.7.6 Copy pages
 - 5.7.7 Set up a style sheet
 - 5.7.8 Use the "Define Styles..." command



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5.7.9 Rename, delete, and add a style

5.7.10 Copy a style sheet

5.8 Describe the use of master pages

5.9 Explore ways to effectively use master pages

5.10 Define difference between single page and facing pages

5.11 Practice the following skills:

5.11.1 Create new master page

5.11.2 Define master page attributes

5.11.3 Define multiple master pages

5.11.4 Edit master pages

Unit 6. Introduction to Information Design Principles.

General Outcome:

6.0 The students should be able to understand and incorporate basic information design principles

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

6.1 Using type as a communication tool to transform data into knowledge

6.2 using visual devices, rules, spacing, alignment to create order and organization

6.3 using color to aid communication and information effectiveness

6.4 Practice the following skills:

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- 6.4.1 create page structure and guidelines for information
- 6.4.2 define various paragraph indicators, space, indents, drop caps
- 6.4.3 create multiple levels of hierarchy using typographic principles
- 6.4.4 create emphasis and direct focal point through use of space, placement and scale
- 6.4.5 set-up multi-column text box and create style sheets to organize information
- 6.4.6 use complex tabs to organize and separate information
- 6.4.7 use rules, bars and shading to organize and clarify information
- 6.4.8 create 3 types of graphs and charts to show layering and separation of information

Unit 7. Understand the fundamentals of typography as a tool for visual communication

General Outcome:

7.0 The students should be able to select appropriate typefaces and understand the basic principles of typography as a tool for visual communication.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

7.1 Understand point size and measurement.



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- 7.2 Describe kerning, letter spacing, line spacing, word spacing
- 7.3 Describe how "Auto" leading works.
- 7.4 Understand appropriate point size/leading relationships.
- 7.5 Understand appropriate point size/line length relationships.
- 7.6 Explain why discretionary hyphens are needed.
- 7.7 Describe two ways to customize text wrap.
- 7.8 Practice the following skills:
 - 7.8.1 Use various leading
 - 7.8.2 Custom-wrap text in two ways
 - 7.8.3 Use indents and tabs
 - 7.8.4 Use automatic and prompted hyphenation
 - 7.8.5 Pair-kern headers
 - 7.8.6 Spread a heading with the spacebar
 - 7.8.7 Select appropriate fonts
 - 7.8.8 Use decorative initial and drop caps
 - 7.8.9 Empty text from a text block without deleting it
 - 7.8.10 Align adjacent text blocks
 - 7.8.11 Stack text blocks
 - 7.8.12 Export text
 - 7.8.13 Create columns of unequal width
 - 7.8.14 Jump text over an object
- 7.9 Compare the effects of the following wrap text options:



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7.9.1 No wrap

7.9.2 Rectangular wrap

7.9.3 Custom wrap

7.10 Understand basic font usage, selection.

7.11 Understand basic font selection and working issues.



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Unit 8.

Integrating Graphics and Photos for Effectiveness.

General Outcome:

8.0 The students should be able to integrating and utilize graphics and photos effectively.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 8.1 Identify when it is best to rely on using illustrations or photographs.
- 8.2 Differentiate between working with vector and bitmap graphics.
- 8.3 Explore ways to maximize the quality of vector graphics.
- 8.4 Explore ways to maximize the quality of bitmap graphics.
- 8.5 Insert and manipulate placed graphics, scale, size, shape, borders
- 8.6 Explain how the design principle of simplicity apply to adding rules.
- 8.7 Describe when it is appropriate to choose "None" in the Lines menu.
- 8.8 List two precautions to be kept in mind when specifying hairline rules.
- 8.9 Practice the following skills:
 - 8.9.1 Box text in various ways
 - 8.9.2 Reverse text
 - 8.9.3 Reverse a rule
 - 8.9.4 Contrast text readability on various backgrounds

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- 8.9.5 Add drop shadows
- 8.9.6 Produce two kinds of border
- 8.9.7 Fill a shape with a pattern
- 8.9.8 Produce decorative initial caps
- 8.9.9 Insert and modify vector artwork
- 8.9.10 Crop an image
- 8.9.11 Insert grayscale, cmyk, spot color images
- 8.9.12 Resize an image to its optimal printing resolution
- 8.9.13 Lighten a graphic or change color using image controls
- 8.9.14 Place photos and graphics to achieve balance and unity across multiple panels

Unit 9. Creating Multi-Publications.

General Outcome:

- 9.0 The students should be able to creating multi-page publications and further develop use of develop master pages in the creation of publications.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 9.1 List the steps for moving the contents of one page to another.
- 9.2 Identify when it is useful to add a master page to a publication.
- 9.3 Add and set-up a master page.
- 9.4 Use the selection box method to group-select items.
- 9.5 Practice the following skills:

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- 9.5.1 Open master pages
- 9.5.2 Insert, remove and duplicate pages,
- 9.5.3 Replace text and graphics placeholders
- 9.5.4 Group-select text and graphics
- 9.5.5 Draw selection box to select multiple items
- 9.5.6 Create layouts that utilize bleeds
- 9.5.6 Use crop marks for trimming the publication
- 9.5.10 Add an automatic page numbering system
- 9.5.11 Save the publication as a template
- 9.5.12 Set up a publication with double-sided facing pages

Unit 10. Color management, printing publications and production issues.

General Outcome:

10.0 The students should be able to manage color, printing and production issues.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 10.1 Explain three circumstances in which thumbnails are useful.
- 10.2 Describe the difference between an overlay and a composite.
- 10.3 Identify publications that are best printed as multi-page publications.



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- 10.4 List the points to be considered in maximizing laser printer output.
- 10.5 Describe two ways to avoid pasting a page mechanical on boards.
- 10.6 Identify four ways a commercial printer might suggest you cut costs.
- 10.7 Describe what happens when you choose "Crop marks" as you print a page.
- 10.8 Explore using spot color and color separations
- 10.9 Practice the following skills:
 - 10.9.1 Define 2 different color type swatches
 - 10.9.2 Apply color to graphics
 - 10.9.3 Use boxes as a decorative element
 - 10.9.5 Print multi-page document with crops
 - 10.9.6 Print thumbnails
 - 10.9.7 Print a composite
 - 10.9.8 Print color separations
- 10.9.8 Locate all necessary fonts, images and check file organization for accuracy

Special Student Projects:

Skill development exercises as assigned.