

LAST REVIEW: 2008-2009 **NEXT REVIEW:** 2012-2013 **STATUS:** A

COURSE TITLE: Desktop Publishing

COMMON COURSE NUMBER: OST 1811c

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

CLOCK HOURS:

Lecture: 48

Lab:

Clinic:

Other:

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION: This course provides hands-on applications with Adobe InDesign or other popular desktop publishing software. Through the application of desktop publishing techniques, students plan, design, and create documents. Effective typeface and use of graphics and color in a publication's design and function are also covered.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area
General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. Introduction to Desktop Publishing
2. Using Desktop Publishing
3. Working with Desktop Publishing
4. Communicating Through Good Design
5. Working with Style Sheets
6. Expediting the Placement of Text on a Page
7. Text Appearance
8. Adding Graphics for Effectiveness
9. Creating Publications with Templates
10. Printing the Publication

EVALUATION:

Students may be evaluated using a combination of the following:
Quizzes, Exams, Tests, Performance in state, regional, and local competitions, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Internships, Practicums, Externships, and Research Reports.

**** Complete the following only if course is seeking general education status ****

GENERAL EDUCATION Competencies and Skills *:

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	
2. Speak and listen effectively	
3. Write clearly and coherently	
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	
5. Demonstrate and apply literacy in its various forms: (highlight in green ALL that apply) (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental)	
6. Apply problem solving techniques to real-world experiences	
7. Apply methods of scientific inquiry	
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	
10. Collaborate with others to achieve common goals.	
11. Research, synthesize and produce original work	
12. Practice ethical behavior	
13. Demonstrate self-direction and self motivation	
14. Assume responsibility for and understand the impact of personal behaviors on self and society	
15. Contribute to the welfare of the community	

** General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*

UNITS

Unit 1

General Outcome:

1.0 The students shall: be able to describe the nature of the publishing process.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Define desktop publishing.**
- 1.2 List the five basic steps followed by publishers.**
- 1.3 Discuss the development of publishing.**
- 1.4 Identify the basic components of desktop publishing.**
- 1.5 Identify minimum print resolution to appear as typeset.**
- 1.6 Identify the uses of desktop publishing.**
- 1.7 Discuss common desktop publishing precautions.**
- 1.8 List desktop publishing limitations.**
- 1.9 Identify commonly available fonts.**
- 1.10 Develop the following skills:**
 - 1.10.1 Open the DTP package**
 - 1.10.2 Identify the major menus in the menu bar**
 - 1.10.3 Practice the use of a "mouse" drag and click techniques**
 - 1.10.4 Use a pull-down or drop-down technique to open a dialog box**
 - 1.10.5 Open the publication**
 - 1.10.6 Confirm the target printer**
 - 1.10.7 Practice maximizing the screen image**
 - 1.10.8 Practice using the scroll bar to move the page vertically and horizontally**
 - 1.10.9 Practice using the grabber hand technique**
 - 1.10.10 Practice keyboard shortcuts from the dropdown or pull-down menus**
 - 1.10.11 Print the publication**
 - 1.10.11.1 practice the collate command and**
 - 1.10.11.2 practice the reverse page order command.**

Common Course Number: OST 1811c

Unit 2

General Outcome:

2.0 The student shall:

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

2.1 Develop the following skills:

- 2.1.1 Describe the publication window**
- 2.1.2 Practice moving between pages**
- 2.1.3 Enter and edit text in the publication**
- 2.1.4 Select text with the pointer and text tools**
- 2.1.5 Drag text from the Pasteboard**
- 2.1.6 Cut and paste text from the Clipboard**
- 2.1.7 Review the on-line Help screen**

Unit 3

General Outcome:

3.0 The student shall:

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

3.1 Identify how DTP simplifies publishing tasks.

3.2 Explain how DTP simplifies the design process.

3.3 Define the term threaded text and identify its working advantages.

3.4 Identify how text files can be placed on the page.

3.5 Describe DTP's four text flow modes.

3.6 Compare the effects of the following wrap text options:

3.6.1 No wrap

3.6.2 Rectangular wrap

3.6.3 Custom wrap

3.7 Describe what happens when the system lacks a screen font to match a printer font.

3.8 List three ways to use the "Save as..." command.

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 Use the windowshade to reflow text

3.9.9 Create a pull quote

Unit 4

General Outcome:

The student shall: be able to describe basic design principles for publications that communicate effectively .

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

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

4.1.1 Organization

4.1.2 Simplicity

4.1.3 Tone

4.1.4 Visual variety

4.1.5 Reader assistance

4.1.6 Consistency

4.1.7 Accuracy

4.2 Show how space is added between text and a border.

4.3 Move the zero point marker.

4.4 Practice the following skills:

4.4.1 Establish, use and modify a design grid

4.4.2 Drag-place graphics

4.4.3 Lighten a graphic with image control

4.4.4 Narrow a column by dragging margins

4.4.5 Realign text

4.4.6 Move margins to create white space between text and border

4.4.7 Crop a graphic

4.4.8 Center a headline over two columns

4.4.9 Change leading to set a text block apart

4.4.10 Practice using windowshade

Unit 5

General Outcome:

5.0 The student shall: be able to use style sheets to promote appearance by defining text attributes in a publication

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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.

5.4 List reasons to tag text for importing into InDesign or similar DTP program.

5.5 List ten points to keep in mind as you prepare any text to import into InDesign or similar DTP program.

5.6 Describe how to edit a style's typeface specification and its results.

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

5.7.9 Rename, delete, and add a style

5.7.10 Copy a style sheet

5.7.11 Identify how to tag text for importing into InDesign or similar DTP program.

Unit 6

General Outcome

6.0 The student shall: be able to place text by using the Clipboard or by typing the text in InDesign or similar DTP program, and to export the text to the original document or to another document in a word processing application or another PageMaker document

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

6.1 Describe the following characteristics of a block of text selected with the text tool and pasted in an existing block of text:

- 6.1.1 Type specifications**
- 6.1.2 Line length**
- 6.1.3 Its location on the screen**

6.2 Describe the following characteristics of a block of text selected with the pointer tool and pasted on the Pasteboard:

- 6.2.1 Type specifications**
- 6.2.2 Line length**
- 6.2.3 Its location on the screen**

6.3 Identify situations where it is useful to export text from InDesign or similar DTP program.

6.4 Stack text blocks.

6.5 Explain why it is a good idea to review exported text carefully after it has been imported back into InDesign or similar DTP program.

6.6 Explain where the option "Set left and right separately" occurs and describe its function.

6.7 Practice the following skills:

- 6.7.1 Set up a publication with double-sided facing pages**
- 6.7.2 Design a page**
- 6.7.3 Override manual text flow and flow text automatically**
- 6.7.4 Paste text selected with the text tool**
- 6.7.5 Paste text selected with the pointer tool**
- 6.7.6 Examine text typed in InDesign or similar DTP program.**
- 6.7.7 Empty text from a text block without deleting it**
- 6.7.8 Align adjacent text blocks**
- 6.7.9 Stack text blocks**
- 6.7.10 Export text**
- 6.7.11 Create columns of unequal width**
- 6.7.12 Jump text over an object**
- 6.7.13 Flow text using the semi-automatic mode**
- 6.7.14 Respecify the number of columns partway down the page**

Common Course Number: OST 1811c

Unit 7

General Outcome:

7.0 The student shall: be able to select appropriate typeface for greatest effect and apply formatting control through the manual use of automatic leading, kerning and hyphenation capabilities

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

7.1 Relate type points in height to inches.

7.2 Describe the advantage of using a specific typeface in body copy.

7.3 Describe how "Auto" leading works.

7.4 Explain when 36/36 leading is appropriate.

7.5 Explain why discretionary hyphens are needed.

7.6 Describe two ways to customize text wrap.

7.7 Practice the following skills:

7.7.1 Use various leading

7.7.2 Custom-wrap text in two ways

7.7.3 Use indents and tabs

7.7.4 Use automatic and prompted hyphenation

7.7.5 Pair-kern headers

7.7.6 Spread a heading with the spacebar

7.7.7 Select appropriate fonts

Common Course Number: OST 1811c

Unit 8

General Outcome:

8.0 The student shall: be able to select and produce effective graphics in a publication

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 8.1 Identify when it is best to rely on a graphics designer.**
- 8.2 Describe when it is appropriate to choose "None" in the Lines menu.**
- 8.3 List two precautions to be kept in mind when specifying hairline rules.**
- 8.4 List two situations where decorative initial caps may be incorporated and explain why.**
- 8.5 Differentiate between working with paint-type and draw-type graphics**
- 8.6 List three desktop publishing features that help maximize the quality of paint-type graphics.**
- 8.7 Describe how the size of the border at the bottom of page two can be increased for a catalog publication.**
- 8.8 Explain how the design principle of simplicity applies to adding 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**
 - 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 two decorative initial caps**
 - 8.9.9 Crop an image**
 - 8.9.10 Resize an image to its optimal printing resolution**

Unit 9

General Outcome:

The student shall: be able to develop master pages in the creation of publications with and without templates

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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 a master page.

9.4 Use the selection box method to group-select items.

9.5 Practice the following skills:

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 Use crop marks for trimming the publication

9.5.7 Create a window and text placeholder

9.5.8 Change a text wrap standoff

9.5.9 Place page elements to achieve balance across three panels

9.5.10 Add an automatic page numbering system

9.5.11 Use templates

9.5.12 Save the publication as a template

Unit 10

General Outcome:

2.0 The student shall: be able to add color to documents and reproduce a publication.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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 may be printed on a desktop color printer.**
- 10.4 List the points to be considered in maximizing laser printer output.**
- 10.5 Identify four ways a commercial printer might suggest you cut costs.**
- 10.6 Describe what happens when you choose "Crop marks" as you print a page.**
- 10.7 Describe what happens when you simultaneously choose "Crop marks" and "Spot color overlay" and then print.**
- 10.8 Practice the following skills:**
 - 10.8.1 Define color name tags in two ways**
 - 10.8.2 Apply color to graphics**
 - 10.8.3 Use boxes as a decorative element**
 - 10.8.4 Produce a second form of pull quote**
 - 10.8.5 Design a page**
 - 10.8.6 Print thumbnails**
 - 10.8.7 Print a composite**
 - 10.8.8 Print color overlays**
 - 10.8.9 Preflight the document**
 - 10.8.10 Export as PDF**