SYLLABUS

DATE OF LAST REVIEW: 02/2013
CIP CODE: 10.0303
SEMESTER: Departmental Syllabus
COURSE TITLE: Modern Publication Design
COURSE NUMBER: JOUR0180
CREDIT HOURS: 3
INSTRUCTOR: Departmental Syllabus
OFFICE LOCATION: Departmental Syllabus
OFFICE HOURS: Departmental Syllabus
TELEPHONE: Departmental Syllabus
EMAIL: Departmental Syllabus

KCKCC-issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION:
Publication Design teaches the skills necessary for employment in the Design Industry or additional education. The class focuses on Adobe Indesign and the use of additional software in graphic design and page layout. The course covers digital typesetting, page composition, publication design as used in a professional environment, desktop publishing, the use of scanners, printers, digital drawing tablets, as well as files and images from a variety of programs which include Adobe applications and their proper use in page layout in Indesign.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
Students are expected to develop the technical and artistic skills required to produce professional-quality documents using desktop publishing software and hardware. Skills emphasized will include layout software (Adobe InDesign), drawing software (Adobe Illustrator) and image-editing software (Adobe Photoshop). Students will also become familiar with the operation of desktop publishing hardware, including Macintosh computers, digital drawing tablets, scanners, inkjet and laser-printers. In addition to developing technical skills, students will also learn design principles that will allow them to properly position text, pictures and other graphic elements on pages throughout single or multiple page documents. Manipulating typefaces, editing images, and other graphic arts skills will also be covered. At the conclusion of the class, students will be able to take a desktop publishing project from concept to final product.

I. Introduction to digital design with Adobe InDesign
II. Basic familiarity with layout software features and functions
III. Basic principles of design
IV. Document production hardware and methods
V. Working with text
VI. Working with raster-based graphics in Adobe InDesign
VII. Working with vector-based graphics in Adobe InDesign
VIII. Marketing essentials
IX. Working with clients
X. Advanced use of layout hardware and software
XI. Creation of a Product with Adobe InDesign
XII. Creation of a series of products employing branding strategy.

EXPECTED LEARNER OUTCOMES:
A. Identify desktop publishing tools and explain their proper use
B. Identify the basic elements of design
C. Manipulate design elements to achieve a desired effect
D. Compose newsletter layouts
E. Compose ad layouts
F. Compose sales promotion layouts
G. Compose business document layouts
H. Compose form layouts
I. Manipulate pictures using digital editing hardware and software
J. Produce work in accordance with deadlines and quality standards
K. Defend or reject publishing-related decisions based on principles of ethics
L. Identify potential legal problems with published material
M. Create a published product from concept to final product

COURSE COMPETENCIES:
In order to achieve the learning objectives defined above, you should achieve the following competencies:

*Identify desktop publishing tools and explain their proper use*
1. Identify and explain the use of document layout software
2. Identify and explain the use of illustration software
3. Identify and explain the use of image editing software
4. Identify and explain the use of a computer and its operating system
5. Identify and explain the use of a scanner
6. Identify and explain the use of a digital drawing tablet
7. Identify and explain the use of an inkjet printer
8. Identify and explain the use of a laser-printer

Identify the basic elements of design
9. Explain the importance of an element's position on a page
10. Explain the importance of white space
11. Explain the importance of gray and black space
12. Explain the importance of contrast, repetition, alignment and proximity
13. Identify various elements of type and explain their proper use
14. Identify and explain the proper use of various typefaces

Manipulate design elements to achieve a desired effect
15. Operate desktop publishing hardware and software
16. Apply the basic elements of design to a page layout
17. Apply the basic elements of design to a document layout

Compose ad layouts
18. Write ad copy
19. Select and/or create illustrations
20. Create ad layouts based on internal and external design concerns

Compose sales promotion layouts
21. Plan page and document layout
22. Plan element placement
23. Create layouts for a brochure, catalog or other sales promotion publication
24. Organize material for printing

Compose business document layouts
25. Plan page and document layout
26. Plan element placement
27. Create layouts for a brochure, resume and/or business card
28. Organize material for printing

Compose form layouts
29. Plan page and document layout
30. Plan element placement
31. Create layouts for a business reply form and/or survey
32. Organize material for printing

Manipulate pictures using digital editing hardware and software
33. Operate a scanner
34. Manipulate scanner settings to affect image quality
35. Operate digital editing hardware and software
36. Explain the effect of resolution changes on file size and image quality
37. Explain the effect of image type on file size and image quality
38. Modify images to improve image quality and/or create special effects
39. Identify different digital printing media

Produce work in accordance with deadlines and quality standards
40. Accurately estimate the amount of time publishing tasks will require
41. Accurately estimate the amount of effort publishing tasks will require
42. Produce quality work on time

*Defend or reject decisions based on principles of ethics*

43. Identify ethical principles that may control designers' behavior

44. Appraise the ethics of choices made while working on publications

*Identify potential legal problems with published material*

45. Identify some of the legal restrictions placed on publishing professionals

46. Appraise publishing decisions for potential legal problems

*Create a published product from concept to final product*

47. Discuss a real-world project with a client

48. Identify the client's needs

49. Cooperate with the client to determine appropriate format and content

50. Produce a final product for the client

**ASSESSMENT OF LEARNER OUTCOMES:**
Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

**SPECIAL NOTES:**
This Syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center, in Rm. 3354 or call at: 288-7670.