1. COURSE ID: DGME 230    TITLE: Publication Design/Production with InDesign
   Units: 3.0 units    Hours/Semester: 48.0-54.0 Lecture hours; and 16.0-18.0 Lab hours
   Method of Grading: Grade Option (Letter Grade or P/NP)

2. COURSE DESIGNATION:
   Degree Credit
   Transfer credit: CSU
   AA/AS Degree Requirements:
   CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development

3. COURSE DESCRIPTIONS:
   Catalog Description:
   Instruction in Adobe InDesign that focuses on the skills necessary to create professional quality typography
   and design. Students produce practical projects that include a wide variety of the software features. A
   materials fee as shown in the Schedule of Classes is payable upon registration.

4. STUDENT LEARNING OUTCOME(S) (SLO'S):
   Upon successful completion of this course, a student will meet the following outcomes:
   1. Work accurately from detailed typographic specifications to skillfully produce complex page layouts using
      Adobe InDesign
   2. Identify and apply elements of page layout
   3. Integrate typographic knowledge and principles with software capabilities
   4. Apply concepts of page layout and grid theory
   5. Analyze written messages and extract a hierarchy from them
   6. Express the hierarchy and structure of the written word using typography
   7. Synthesize design solutions to communication problems

5. SPECIFIC INSTRUCTIONAL OBJECTIVES:
   Upon successful completion of this course, a student will be able to:
   1. Work accurately from detailed typographic specifications to skillfully produce complex page layouts using
      Adobe InDesign
   2. Identify and apply elements of page layout
   3. Integrate typographic knowledge and principles with software capabilities
   4. Apply concepts of page layout and grid theory
   5. Analyze written messages and extract a hierarchy from them
   6. Express the hierarchy and structure of the written word using typography
   7. Synthesize design solutions to communication problems

6. COURSE CONTENT:
   Lecture Content:
   1. How we read
      A. The physics and optics involved
      B. Where and how visual cognition happens
      C. Coastline, shape recognition, saccadic movements
      D. Importance of leading, legibility of typeface
      E. Considerations for selecting point size, typeface, typestyle, line length, margins, and leading
   2. Text type sizes
      A. Body sizes and x-heights
      B. The inextricable interrelatedness of type size, x-heights, line lengths, and leading
      C. Building atmospheric perspective with typographic value contrasts
      D. The importance of keeping text light and even
   3. Designing with text type
      A. Extracting the typographic hierarchy
      B. Atmospheric perspective and the typographic hierarchy
      C. Working from the text up
      D. The principles of grouping and separation
E. Parallel constructions and Styles palettes
F. The principle of proximity

4. Font choice
   A. Best fonts for print
   B. Best fonts for digital display
   C. Special considerations for digitally displayed text

5. Grooming text type

6. Formats
   A. Practical considerations
   B. Aesthetic considerations
   C. Grids
   D. Grids defined, explained, and demonstrated
   E. Types of grids
   F. How to pick a grid
   G. Advantages and disadvantages of various grid formats
   H. Margins have meaning
      I. Matching column structure, line length, and point size
   J. Photo grids

7. Encouraging / Discouraging readers
   A. Initial treatments; lead-ins
   B. Resting space
   C. Contrasts
   D. Subheads, pull quotes, sidebars

8. The work area
   A. Tools and palettes
   B. Viewing, viewing modes, navigation
   C. Layers
   D. Guides and rulers

9. Document setup
   A. Measurement systems, preferences
   B. Presets
   C. Page palette
   D. Creating, editing and applying master pages
   E. Automatic page numbering
   F. Section starts

10. Importing text
    A. Placing text; auto flow
    B. Text output symbol
    C. Linking and unlinking text

11. Working with type
    A. Selecting
    B. Reading and applying basic type specs
    C. Leading control options; baseline grids
    D. Secondary leading options
    E. Kerning and tracking controls
    F. Column structure options
    G. Hyphenation and justification settings
    H. Tabs
       I. Using Paragraph and Character style palettes
    J. Find / Change
    K. Spell check

12. Working with frames
    A. Selecting / editing frames
    B. Text wraps
    C. Text inset
    D. Vertical justification

13. Working with color
    A. Color models
    B. Creating and applying colors, tints:
    C. Color palette and Swatches palette
14. Working with graphics
   A. Linking vs. embedding
   B. Vector vs. bitmapped
   C. Acceptable file formats
   D. Cropping and scaling
   E. Linking files
   F. Place holder proxies
   G. Libraries

15. Table of Contents creation
   A. Section numbering
   B. Automatic creation and page numbering
   C. Automatic updates

16. Making books
   A. Indexing

17. Electronic publication
   A. Exporting as bookmarked PDF

7. REPRESENTATIVE METHODS OF INSTRUCTION:
   Typical methods of instruction may include:
   A. Lecture
   B. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be completed and turned in. Instructor-designed projects and a student-designed project to be completed and turned in.

8. REPRESENTATIVE ASSIGNMENTS
   Representative assignments in this course may include, but are not limited to the following:
   **Writing Assignments:**
   Reading and practical textbook assignments to be completed and turned in.
   **Reading Assignments:**
   Weekly reading from the assigned texts or handouts

9. REPRESENTATIVE METHODS OF EVALUATION
   Representative methods of evaluation may include:
   A. Projects
   B. Quizzes
   C. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, evidence of software competency and number and severity of errors on projects and assignments.

10. REPRESENTATIVE TEXT(S):
    Possible textbooks include:
    B. Samara, Timothy. *Typography Workbook*, ed. -, 2004

    **Origination Date:** November 2014
    **Curriculum Committee Approval Date:** January 2015
    **Effective Term:** Fall 2015
    **Course Originator:** Kevin Henson