GRDS-110 Layout and Publishing: Adobe InDesign

Course Outcome Summary

COURSE INFORMATION

Description:

This course builds the essential skills in popular desktop publishing programs. Topics covered include integrating graphics and photos into publication, formatting type, creating tables, importing files, managing story threads, managing color and assembling pages. Design principles and process specific to publications will be emphasized. Creative assignments range from newsletters, magazines, and books to electronic publications.

Career Cluster: Arts, A/V Technology and Communications

Instructional Level: Associate Degree

Total Credits: 3

Total Hours: 80

Types of Instruction:

- 1cr/16hrs: Lecture
- 2cr/64hrs: On Campus Lab

PURPOSE/GOALS

- Demonstrates proficiency using Adobe InDesign software and proper use of publication software.
- Ability to manipulate typographic elements within a design assignment to produce an effective solution
- Analyze page layout technique for optimal user experience/readability
- Employ file management workflow for project files
- Generate Master layouts that utilize grids, pre-defined styles and columns
- Prepare print ready files according to industry best practices

TARGET POPULATION

Second semester students enrolled in the Graphic Design program or any individuals who wish develop digital publishing creation and editing skills as it relates to advertising and design.

PRE/COREQUISITES

- Prerequisite: GRDS-115

SUPPLIES

- 8gb or larger USB Thumb Drive. Quantity: 1. Required.
- X-Acto utility knife
- 12" Metal Straight Edge Ruler
- Cutting Mat

CAREER ESSENTIALS

1. **Technological Competency - Assess**

   Criteria

   1.1. Selects the appropriate technology for the required application.

   1.2. Utilizes technology to accomplish the assigned task.

   1.3. Utilizes technology safely.

   1.4. Demonstrates care & maintenance of technology.

2. **Technological Competency - Introduce**

   Criteria

   2.1. Selects the appropriate technology for the required application.

   2.2. Utilizes technology to accomplish the assigned task.

   2.3. Utilizes technology safely.

   2.4. Demonstrates care & maintenance of technology.

3. **Technological Competency - Reinforce**

   Criteria

   3.1. Selects the appropriate technology for the required application.

   3.2. Utilizes technology to accomplish the assigned task.

   3.3. Utilizes technology safely.

   3.4. Demonstrates care & maintenance of technology.

COURSE COMPETENCIES

1. **Demonstrate design aesthetics, composition, and type handling**

   Assessment Strategies

   1.1. Critique

   1.2. Project

   1.3. Presentation

   Criteria

   Performance will meet expectations when:

   1.1. student designs work that reflects elements and principles of design with at least 80% accuracy of project guidelines.

   1.2. student utilizes project font selection that considers use, size, readability and aesthetic compatibility with the theme of the project/exercise.

   Learning Objectives

   1.a. Choose the most appropriate direction to take among several different options.

   1.b. Apply basic design attributes that produce a structured and organized project outcome.

   1.c. Communicate a visually specific message based on assignment criteria.

2. **Utilize current software techniques and methods**

   Linked Career Essentials

- Technological Competency - Introduce

Assessment Strategies

2.1. critique

2.2. project

Criteria

2.1. student creates assignments and projects that reflect current tools and techniques with at least 70% accuracy of project guidelines.

2.2. student generates work that incorporates additional techniques researched and used in combination for projects.

Learning Objectives

2.a. Construct engaging and thought provoking solutions to assignment problems.

2.b. Produce a project that employs proper media and file asset usage.

2.c. Demonstrate the reasons why specific solutions are applicable to the project outcomes.

3. Analyze page layout technique for optimal user experience/readability

Assessment Strategies

3.1. critique

3.2. project

3.3. presentation

Criteria

3.1. student creates pages that contain paragraph and character styles.

3.2. student generates copy that will be appropriate in font, style, size, leading, tracking and kerning.

3.3. student creates documents with respect to elements and principles of design with at least 70% accuracy of project guidelines.

Learning Objectives

3.a. Assess solutions to page layouts appropriate to project guidelines.

3.b. Analyze page layout.

3.c. Refine page layout.

4. Engage file management workflow for project files

Linked Career Essentials

- Technological Competency - Reinforce

Assessment Strategies

4.1. Class Participation

4.2. Demonstration

Criteria

Performance will meet expectations when:

4.1. student manages files from a flash drive, local storage device and network server.

4.2. student organizes files in a manner that allows clear recognition and retrieval of work with 90% accuracy.

Learning Objectives

4.a. Demonstrate the reasons why specific solutions are applicable to InDesign project workflow efficiency.

4.b. Demonstrate the correlation between file location, support files and formatting.

5. Generate Master layouts that utilize grids, pre-defined styles and columns

Assessment Strategies

5.1. Critique

5.2. Project

5.3. Presentation

Criteria

5.1. student develops master layouts that contain consistent elements with overall document flow with at least 70% accuracy of project guidelines.

5.2. student creates documents that employ baseline grid alignment.

5.3. student utilizes documents with character and paragraph styles for consistency.

5.4. student creates documents with columns for optimal readability.

Learning Objectives

5.a. Choose the most appropriate direction to take among several different options.

5.b. Apply Master page creation workflow in creating original page layouts.

5.c. Create grids and character/paragraph/object styles that are appropriate and effective in relation to project goals.

6. Prepare print ready files according to industry best practices

Assessment Strategies

6.1. Project

Criteria

6.1. student creates files output in web-ready or high resolution .pdf formats per the project requirements and current file convention best practices with at least 80% accuracy of project guidelines.

6.2. student generate files that are packaged for print output with support images, fonts and detailed instructions for print.

6.3. student utilizes pantone or spot colors.

6.4. student generates .pdf soft proof versions that are included along with project package files.

Learning Objectives

6.a. Student produces a final project that employs proper file output.

6.b. Student produces files that contain acceptable resolution support files, fonts, color mode, bleed and document dimension setup.

7. Develop creative design solutions to client needs

Linked Career Essentials

• Technological Competency - Assess

Assessment Strategies

7.1. critique

7.2. project

Criteria

Performance will be satisfactory when:

7.1.   student creates design work that employs a concept relevant to the project guidelines.

7.2.   student generates aesthetically pleasing combinations of type, color and graphic elements used in concert with at least 80% accuracy of project guidelines.

Learning Objectives

7.a.   Choose the most appropriate direction to take among several different options.

7.b.   Apply basic design attributes that produce a structured and organized project outcome.

7.c.   Appraise how to visually communicate a specific message based on assignment criteria.

8.   **Evaluate layout and design in a constructive critique setting**

Assessment Strategies

8.1.   Critique

Criteria

Performance will meet expectations when:

8.1.   student participates through the large group sharing of work.

8.2.   student receives critical evaluation of work.

8.3.   student shares opinions and insight into the technical build of a file, including layers, tools and technique.

8.4.   student processes feedback into revisions with at least 80% accuracy of project guidelines.

Learning Objectives

8.a.   Analyze differences in solutions delivered by peers.

8.b.   Justify solutions to project outcomes.

8.c.   Summarize critique information in order to revise project solutions.

DEVELOPED BY:

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DEVELOPMENT DATE:

07/2015

REVISED BY:

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REVISION DATE:

08/01/2022