DDP 103: PUBLICATION DESIGN & PRODUCTION

Date Submitted:Wed, 04 Sep 2019 01:25:34 GMT

Formerly known as:

DDP 002 (or if cross-listed - inactivated courses associated with this course)

Originator

mabril

Justification / Rationale

Updating the course title and description will give potential students and counselors a better understanding about the course. This update will also better align with other similar California community college and university offerings as well as reflect the advances and changes within the industry. Updating objectives and outcomes will meet Title 5 requirements. Adding additional modalities will expand offerings and reach potential students.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

103

Full Course Title

Publication Design & Production

Short Title

PUBLICATION DESIGN PROD

Discipline

Disciplines List
Graphic Arts (Desktop publishing)
Art

Modality

Face-to-Face
100% Online
Hybrid

Catalog Description

This hands-on course focuses on the principles of graphic design to create multi-page solutions using industry standard software. Students learn to integrate typography, photography and graphics into projects that explore the technical and aesthetic nature of digital publication design through print and electronic publication (EPUB). Advanced typographic controls and production specifications, multi-page document management, output solutions including print, Extensible Markup Language (XML) capabilities and the creation of interactive documents for online distribution are also discussed. The creation of portfolio level work is stressed throughout the course. Verbal and visual presentation skills are emphasized to communicate with future clients. Critiques focus on appropriate solutions, visual interest and craftsmanship.

Schedule Description

An introduction to publication layout software (Adobe InDesign) through creative projects such as brochures and multi-page publications for print and electronic publishing. A good working knowledge of Windows or Apple operating software is recommended.

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials

Resource Type

Book

Open Educational Resource

Yes

Author

Gordon, J; Schwartz, R.: Jansen, C.

Title

Learn Adobe InDesign CC for Print and Digital Media Publication

Edition

2nd

Publisher

Adobe Press

Year

2018

College Level

Yes

ISBN #

9780135262153

Resource Type

Book

Open Educational Resource

No

Author

Kelly Kordes Anton, Tina DeJarld

Title

Adobe InDesign CC Classroom in a Book

Edition

1st

Publisher
Adobe Press

Year
2019

College Level
Yes

ISBN #
0-13-526215-1

Resource Type
Instructional Materials
Open Educational Resource
Yes

Class Size Maximum
25

Course Content
I. Basic skills
   A. Using the tools and panels
   B. Navigational skills
   C. Frame essentials and formatting
II. Layout skills
   A. Working with multiple pages
   B. Using rulers and guides
   C. Applying simple master pages
   D. Understanding layers
III. Text
   A. Creating text frames, path type and importing text files
   B. Threading text into multiple columns
   C. Understanding principles of text formatting, including inline rules, OpenType fonts,
   leading, kerning, and tracking
   D. Formatting text with character and paragraph enhancements
   E. Creating and applying simple text styles
   F. Editing text
   G. Setting text frame properties
   H. Creating path type
IV. Graphics
   A. Creating paths
   B. Understanding image and vector graphic file formats
   C. Importing images and graphics, panning and cropping
   D. Managing image display quality
   E. Designing a text wrap
V. Arranging and combining objects
   A. Grouping
   B. Stacking
   C. Aligning and distributing
   D. Duplicating
   E. Transforming

VI. Workflow

VII. Other features

    A. Special effects with transparency, drop shadows and feathering

    B. Principles of color [process, spot, and RGB (red green blue)]

    C. Gradients

    D. Basic printing options

    E. Creating a PDF file for web, slideshow and print

Lab Content

1. Set up a new document for digital media.
2. Create object animations.
3. Control the timing for animations.
4. Animate along a motion path.
5. Build an image slideshow.
6. Add video and audio.
7. Set up control buttons to play interactive elements.
8. Insert a Google Map.
9. Export digital media projects.

Course Objectives

	Objectives
Objective 1	Identify the purpose, audience, and audience needs for preparing print and digital media publications.
Objective 2	Summarize how designers make decisions about the type of content to include in a project, including considerations such as copyright, project fit, permissions, and licensing.
Objective 3	Demonstrate knowledge of project management tasks and responsibilities.
Objective 4	Communicate with others (such as peers and clients) about design plans.
Objective 5	Understand key terminology related to print and digital media publications.
Objective 6	Demonstrate knowledge of basic design principles and best practices employed in the print and digital media publication industries.
Objective 7	Demonstrate knowledge of typography and its use in the print and digital publication industries.
Objective 8	Demonstrate knowledge of color and its use in print and digital publications.
Objective 9	Identify elements of the software interface and demonstrate knowledge of their functions.
Objective 10	Define the functions of commonly used tools including selection tools, frame tools, type tools, drawing tools, Line tool, etc.
Objective 11	Navigate, organize, and customize the workspace.
Objective 12	Use nonprinting design tools in the interface, such as rulers, guides, grids, bleeds, and slugs.
Objective 13	Demonstrate knowledge of layers.
Objective 14	Manage colors, swatches, and gradients.
Objective 15	Create, use, and manage object styles.
Objective 16	Create, use, and manage character and paragraph styles.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Apply advanced design skills in printed and web publication documents to determine appropriate solution.
Outcome 2	Manage workflow of fliers, brochures, slideshows, promotional materials, and newsletters to preflight documents for output by packaging document pages, image and graphic links as well as fonts into one final folder.print and PDF output.
Outcome 3	Create page setups for publication of a variety of styles, formats, content and media.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Students will learn technical software and hardware applications and apply them in a series of assignment/design challenges.
Technology-based instruction	All course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.
Participation	Students will participate in critiques, in class exercises and general feedback on visual examples.
Lecture	Lectures will be provided on historical and contemporary approaches to digital art and media, as well as demonstrations on how to use software as it relates to the assignments.
Laboratory	Students will use the MAC computer lab for the course assignments, or their personal computer with the appropriate software and hardware.
Discussion	Students will verbally pitch their art and design concepts to the group as well as in progress discussions.
Skilled Practice at a Workstation	A large portion of the lab will be dedicated to time for students to create digital artwork on an individual workstation. Each student will need to be have access to a computer to participate in this course.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Student participation/contribution	Students will be graded in their participation at critiques and group discussions.	Out of Class Only
Presentations/student demonstration observations	Students will explain how they analyzed, chose, and synthesized a variety of possible elements to create an original artwork.	In Class Only
Critiques	Students will participate in group critiques, addressing the requirements of the assignment as well as the creative exploration and graded with a rubric.	In Class Only
Mid-term and final evaluations	Students will have both a mid term and final evaluation. The culmination of the course will be a graded assignment/project or physical test of knowledge pertaining to software or hardware.	In and Out of Class
Tests/Quizzes/Examinations	Students will be quizzed on key art and media terminology including the principles and elements of design.	In and Out of Class
Laboratory projects	Students will use MAC computers for course assignments or their personal computer with appropriate software installed.	In and Out of Class
Portfolios	Students will create a "body of work" that will be evaluated with a rubric.	In and Out of Class

Assignments

Other In-class Assignments

1. Quizzes, mid-term and final exam.
2. Portfolio presentation and final critique.
3. Lessons utilizing the computer concepts covered in the book.
4. Capstone project building a complex, multi-page marketing newsletter over several weeks of the semester project.

Other Out-of-class Assignments

1. Weekly readings in assigned textbooks.
2. Weekly exercises utilizing the computer concepts covered in class and from the book.
3. Capstone project building a complex, multi-page marketing newsletter over several weeks of the semester project.

Grade Methods
Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %
50
On-campus %
50

Lab Courses

How will the lab component of your course be differentiated from the lecture component of the course?
Student will upload lesson/project file via canvas.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?
Chapter lessons from book will be turned in via canvas for instructor evaluation.Create a new document with the appropriate settings for web, print, and video.Set appropriate document settings for printed and onscreen images.Navigate, organize, and customize the application workspace.

How will you assess the online delivery of lab activities?
Via canvas where the instructor will evaluate using rubric.

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:
Timely feedback and return of student work as specified in the syllabus
Discussion forums with substantive instructor participation
Chat room/instant messaging
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:
Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cmediasolutions, etc.)
Synchronous audio/video
Teleconferencing
Telephone contact/voicemail

For hybrid courses:
Scheduled Face-to-Face group or individual meetings
Orientation, study, and/or review sessions
Supplemental seminar or study sessions

Other Information

MIS Course Data

CIP Code
11.0803 - Computer Graphics.

TOP Code
061460 - Computer Graphics and Digital Imagery

SAM Code
C - Clearly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Transferable to CSU only

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Approvals

Curriculum Committee Approval Date
11/05/2019

Academic Senate Approval Date
11/14/2019

Board of Trustees Approval Date
12/19/2019

Chancellor's Office Approval Date
1/07/2020

Course Control Number
CCC000296442

Programs referencing this course
Digital Design Production AS Degree (http://catalog.collegeofthedesert.eduundefined?key=126/)
Digital Design Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=127/)
Advanced Film Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=196/)
Applied Photography Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=217/)
Film Production AS Degree (http://catalog.collegeofthedesert.eduundefined?key=69/)
Advanced Film Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=196/)