AAD 0052 - PUBLICATION DESIGN I

Catalog Description

Advisory: Completion of AAD 60 or AAD 70 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Description: Introductory course in use of computer for page layout and composition. Critical application of basic computer operating principles. Emphasis on publication design and the use of type and layout as key elements in graphic communication. Covers importing text and graphics, arranging publication pages, and producing camera ready artwork for reproduction. (CSU)

Course Student Learning Outcomes

- CSLO #1: Synthesize basic elements of typography and the correct use of type for headlines and body copy; and place text and integrate graphics into publication design documents.
- CSLO #2: Create a camera-ready page using elements of page design, composition and presentation, and identify the various functions performed by service bureaus.
- CSLO #3: Evaluate and critique page layout and design in terms of composition and presentation and legal issues.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

90

Outside of Class Hours

72

Total Student Learning Hours

162

Course Objectives

Lecture Objectives:
1. Demonstrate the use of various commands and tools appropriately in the creation of documents and screen layouts;
2. Identify basic elements of typography and the correct use of type for headlines and body copy for print and screen;
3. Identify the various functions performed by service bureaus for print and media;
4. Critique page layout and design in terms of composition and presentation;
5. Specify ink colors and paper for a variety of applications for class projects.
Laboratory Objectives:
1. Demonstrate how to enter text and integrate graphics into publication design documents and screen layouts;
2. Demonstrate ability to scan photographs, illustration and original art for use in publication design;
3. Arrange publication pages for effective communication for print and screen; and
4. Produce a camera-ready page using elements of page design, composition and presentation for print; and digital page design for screen.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Projects
  - Example: 2.Projects: Students will create designs using principles for effective typographic layout and design; select appropriate type pairings and execute document layout. Rubric graded.
- Skill Demonstrations
  - Example: 1. Skill Demonstrations: Produce a camera-ready page using elements of page design, composition and presentation for print; and digital page design for screen. Rubric graded.

Repeatable

No

Methods of Instruction

- Laboratory
- Lecture/Discussion
- Distance Learning

Lab:

1. Following the instructor presentation on typographic principles, students will use the content of the lecture to develop design solutions and apply the concepts to basic type layout projects.

Lecture:

1. The instructor will provide lecture overviews of how to successfully complete tutorials relating to the student's learning typographic principles. Instructor demonstrates the correct use pacing the visual flow of the editorial content, application of typographic principles, grid theory and proficiency in use of a publication design program. Students are expected to actively participate in the lecture.

Distance Learning

1. Through Distance Learning, the instructor will present video tutorials demonstrating the use of page layout software. Students will be provided with digital starter files and will then complete the starter files via the appropriate tools of the application. Students will upload the completed tutorial file to the LMS to receive points for the exercise and feedback on the accuracy of the work. Students will also complete a series of creative projects that reinforce the skill-building exercises, and enhance their conceptual problem solving skills. These

creative projects will be uploaded to the LMS to receive points for each major project.

Typical Out of Class Assignments
Reading Assignments

1. Read assignments from class textbook in preparation for hands-on demonstration/tutorials by instructor in class and for examinations on course content and terms. 2. Develop design themes for projects through library and internet-based research focusing on content, and preparation of written objectives using the concepts and terminology for successful completion of the assignment.

Writing, Problem Solving or Performance

1. Create a two-page table of contents for a magazine. Students may choose a spread or two single pages. Create a master page complete with proper margin and column formatting, linked text boxes and a picture box. Import the supplied text file and assign type attributes and develop style sheets for the text. Import and size a minimum of 3 photos from the supplied images. 2. Using the text and images supplied, create a one page website for a house painter. Use columns and gutters to create a 6-column grid. Identify two typefaces and use web versions to create headlines and body copy. Consider the readability and accessibility of your choices. Pay careful attention to font size, hierarchy, line-length, leading, tracking and color.

Other (Term projects, research papers, portfolios, etc.)
Required Materials

- InDesign CC: Visual Quickstart Guide (2014)
    - Author: Sandee Cohen
    - Publisher: Peachpit Press
    - Publication Date: 2015
    - Text Edition: 1st
    - Classic Textbook?: No
    - OER Link:
    - OER:
- Exploring Adobe InDesign Creative Cloud
    - Author: Terry Rydberg
    - Publisher: Delmar/Cengage Learning
    - Publication Date: 2014
    - Text Edition: 1st
    - Classic Textbook?: No
    - OER Link:
    - OER:
- InDesign Type: Professional Typography
    - Author: Nigel French
    - Publisher: Adobe Press
    - Publication Date: 2014
    - Text Edition: 3rd
    - Classic Textbook?: No
    - OER Link:
    - OER:
- Stop Stealing Sheep and Find Out How Type Works
    - Author: Spiekermann & Ginger
    - Publisher: Adobe Press/Peachpit
    - Publication Date: 2014
    - Text Edition: 3rd
    - Classic Textbook?: No
    - OER Link:
    - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.