COURSE TITLE: Basic InDesign
COURSE NUMBER: DSN 121

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Understand how to design and produce projects in Adobe InDesign CS.

Learning Outcomes: The student will be able to:
   A-1. Understand and demonstrate the use of the tools in application.
   A-2. Understand and demonstrate the use of master pages and style sheets in application.
   A-3. Understand and demonstrate the effects of typography on layout.
   A-4. Understand and demonstrate how to manipulate existing elements in application.

GOAL B: Understand the four basic principles of design; Contrast, Repetition, Alignment and Proximity

Learning Outcomes: The student will be able to:
   B-1. Understand and demonstrate if elements are not the same, make them different, very different.
   B-2. Understand and demonstrate repeat visual elements to organize and strengthen unity in a design.
   B-3. Understand and demonstrate that elements should have a visual connection with other elements.
   B-4. Understand and demonstrate items relating to each other should be grouped close together.

SUPPLEMENTAL OBJECTIVES:

GOAL C: Demonstrate basic skills to be a successful Media designer.

Learning Outcomes: The student will be able to:
   C-1. Understand and demonstrate that there are multiple ways to reach a desired design outcome.
   C-2. Understand and demonstrate how keeping an open mind can enhance your abilities as a media designer.
   C-3. Understand and demonstrate the importance to be flexible and to think outside the box.

GOAL D: Understand commercial printing and its impact on digital files.

Learning Outcomes: The student will be able to:
   D-1. Understand and demonstrate the difference in CMYK and RGB color models.
   D-2. Understand and demonstrate how to prepare files for its final destination, print, web or video.
   D-3. Understand and demonstrate how to produce clean and correct digital files.

METHODOLOGY:

   A. Teaching Methods: Readings, video tutorials, InDesign projects, discussion boards, quizzes/exams.
B. **Evaluation Procedures:** Readings, video tutorials will be evaluated through discussion boards, quizzes/exams and completed assignments. All readings and tutorials will need to be understood in order to successfully complete InDesign assignments. InDesign assignments will be graded with a rubric designed for each project.

II. **CLASS PARTICIPATION:**

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

**External Storage Requirement:**
Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.