COURSE TITLE: Advanced Design

COURSE NUMBER: DSN 401

I. SOFTWARE REQUIREMENTS

This course is an in-depth study of digital publishing with Adobe InDesign. With a focus on publication design, students will design and prepare a 20 page magazine for commercial printing. In addition, students will produce a portfolio worthy project that will include style sheets and master pages that incorporate good typography and layout design concepts.

Adobe InDesign CS (most current version) will be utilized in this course. For distance learning, the student is responsible for acquiring the latest software version (education pricing available) through Adobe’s Creative Cloud (one-year or month-to-month memberships) or the Adobe Creative Suite® Design Premium.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Students will learn essential principles and techniques for designing magazines and similar publications using InDesign.

Learning Outcomes: The student will be able to:

A-1. Write appropriate headlines and body copy for their publication.
A-2. Find or create graphics that work with their words.
A-3. Experiment with all tools available in application.

GOAL B: To complete a final project worthy of including in your portfolio.

Learning Outcomes: The student will be able to:

B-1. Understand and demonstrate the use of style sheets and master pages in application.
B-2. Understand the effects of typography on layout.

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

Learning Outcomes: The student will be able to:

C-1. Understand 4-color process printing.
C-2. Understand how to prepare files for a commercial printer or e-publication.
C-3. Understand how to produce clean and correct digital files.

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

Learning Outcomes: The student will be able to:

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

III. 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.