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# CRT 260.01: Digital Publishing and Design

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## COLLEGE OF TECHNOLOGY
## BUSINESS TECHNOLOGY DEPARTMENT

**Course Title**: Digital Publishing & Design     **Course No.**: CRT260

**Faculty**: Cheryl Galipeau     **Credits**: 3

**Office Hours**: As posted or by appointment     **Office**: AD11D

**Phone**: 243-7874     **Term**: Fall 2005

**E-Mail**: Cheryl.Galipeau@umontana.edu

**PREREQUISITES**: CRT101 or CRT103, or consent of instructor

**COURSE DESCRIPTION**:  This course provides students with a comprehensive foundation of layout and design principles to integrate digital media essential for effective print-based and web-based business publications.

**COURSE OBJECTIVES**: Upon completion of this course, the student will:

1. Differentiate between categories of printed applications used in business communication such as periodicals [newsletters and newspapers], promotional [advertisements, logos, flyers], informational [brochures, proposals, fact sheets, schedules], stationery [business cards, fax cover sheets, interoffice memorandums, letterheads], instructional [training manuals, employee handbooks], and presentations [overhead transparencies, posters, handouts].
2. Recognize importance of web concepts including, print vs. web design similarities and differences, navigation conventions, creating universally accessible web pages, and image file formats, size and optimization.
3. Evaluate design elements and design principles for layout effectiveness, organization, and attractiveness in print-based publications.
4. Define, create, and incorporate design elements such as typography, headers/footers, table of contents, mastheads, sidebars, pull quotes, jump lines, captions, graphics, tables, lines, and color into print-based documents.
5. Set up and print publications using features such as: place and format text, styles, import and flow text, place and import graphics, tables, and color.
6. Complete assignments which necessitate the use and comparison of a dedicated desktop publishing program and a word processing program.
7. Create a variety of projects including, business forms, letterheads, newsletters, brochures, flyers, and advertisements using appropriate page layout software.
8. Edit, proofread, evaluate, and revise projects.
9. Select and operate auxiliary software programs such as word processing, painting, drawing, electronic clipart, and other graphic programs needed to import text and graphics, to customize text and graphics, or layer text and graphics for page layout and design.

10. Operate auxiliary equipment such as a scanner and digital camera to create pleasing images.
11. Demonstrate ability to edit, enhance, rotate, crop, and manipulate layers to create visually appealing images for desktop published documents.
12. Apply ethical guidelines, such as privacy and copyright, to desktop published documents.

**TEXT**: *Adobe PageMaker 7.0, Illustrated Series,* 2003, Kevin Proot, Course Technologies, Thomson Learning Inc.

*Adobe Photoshop 7, Introduction to Digital Images*, 2003, Against the Clock: mastering graphic technology, Prentice Hall, Pearson Education Inc.

**SUPPLIES**: Two – 3 ½" HD floppy diskettes, and Jump drives/CD-R for large projects.

**EVALUATION**: All projects and tests will be assigned point values.  Document production activities will occur on a regular basis; therefore, class attendance is an integral part of this course.  If you are absent, it is your responsibility to obtain assignments.  Project due dates and tests will be pre-announced.  Makeup tests are offered *only* if faculty is notified of an absence *before* the test.  Late projects will be lowered one letter grade.  Letter grades will be determined according to the following grade scale:

94 - 100  A
87 -  93  B
80 -  86  C
73 - 79  D
Below 73  F

**ACADEMIC INTEGRITY:**  Students are required to adhere to standards of academic integrity.  Students should review The University of Montana Student Conduct Code regarding their rights and responsibilities.  The Conduct Code is located at http://www.umt.edu/studentaffairs/.

**DISABILITY ACCOMMODATION:** Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way.  Please speak with me after class or in my office.  Please be prepared to provide a letter from your DSS Coordinator.

**COURSE OUTLINE**:

I.  INTRODUCTION TO DESKTOP PUBLISHING
    A.  History of DTP and Typography
    B.  Methods of DTP
        1.  Word processing software
        2.  Desktop publishing software
    C.  Types of Published Documents
    D.  Layout and Design Principles
    E.  Basic Elements of PageMaker Window
        1.  Inserting/Removing Pages
        2.  View/Zoom
        3.  Toolbox
        4.  Drawing tools
        5.  Graphics
        6.  Text tool
        7.  Menu bar
        8.  Control palette
        9.  Selection techniques
        10. Ruler guides
        11. Templates
        12. Saving and printing a publication

II.  WORD PROCESSING SOFTWARE IN DTP
        1.  Create and edit text
        2.  Edit character, paragraph, and page format
        3.  Format tables and columns
        4.  Incorporate WordArt, drawing objects, graphics into projects

III. AUXILIARY SOFTWARE AND EQUIPMENT
    A.  Microsoft Publisher
    B.  Microsoft PhotoDraw
    C.  Scanner
    D.  Digital Camera
    E.  Adobe PhotoShop 7.0

IV.  USING DESKTOP PUBLISHING SOFTWARE
    A.  Importing and Positioning Text
        1.  Controlling and modifying text blocks
        2.  Controlling text flow
        3.  Adding jump lines
        4.  Working with columns
        5.  Working with master pages
        6.  Using Story Editor
        7.  Spell check

    B.      Understanding Typography
1. Typeface
2. Measuring type
3. Letterspacing
   a. Leading
   b. Kerning
   c. Tracking
   d. Character width
4. Type style specifications
5. Change type case

    C.      Enhancing Documents
1. Hyphenation
2. Punctuation
3. Tabs and indents
4. Using styles to enhance productivity and consistency
5. Using indexes and tables of contents for large publications
6. Graphics
   a. Importing and placing
   b. Resize, move, crop, rotate
   c. Customizing a graphic
7. Tables
   a. Enhancing tables
   b. Customizing tables
8. Color
   a. Spot
   b. Process
   c. Adding/removing colors
   d. Tint

V. IMAGE EDITING PROGRAM
    A.      Images
1. Analog
2. Digital
    B.      Image file formats
    C.      Resolution (relationship and differences)
1. Monitor
2. Printer
3. Scanner
    D.      Color
1. RGB
2. CMYK
3. Tones and tonal values

      E.      Screen elements
- 1. Navigation
- 2. Toolbox
  - a. Options
  - b. Selection
- 3. Painting tools

      F.      Selection techniques

      G.      Image manipulation
- 1. Crop
- 2. Rotate

      H.      Layering images

      I.      Channels and masks

      J.      Type

      K.      Blending modes

      L.      Filters

      M.      Printing and publishing

      N.      Web tips

## VI. WEB PAGE BASICS

      A.      Web design and layout concept differences
- 1. Head content and location
- 2. Formatting text
- 3. Words and phrases vs. wordy paragraphs
- 4. Links unique to web

      B.      Images
- 1. File formats
- 2. Size
- 3. Enhancing for print vs. web
- 4. Accessibility and navigation

## VII. ETHICS

      A.      Copyright

      B.      Privacy