Spring 1-2016

MART 214.01: Digital Publishing and Design

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MISSOULA COLLEGE
THE UNIVERSITY OF MONTANA
BUSINESS TECHNOLOGY DEPARTMENT

Course Number & Title: MART214-SP16-Galipeau, Digital Publishing & Design
(formerly CRT260 Digital Publishing & Design)

Faculty: Cheryl Galipeau

Term: Spring 2016

Credits: 3

Office Hours: As posted on office door or by appointment

Office: AD11G

Phone: 243-7874

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PREREQUISITES: CAPP120 or CSCI105, 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 GOALS: To create attractive and effective publications for business and industry, students
will:

1. Become familiar with print media practices over time
2. Differentiate between and select appropriate publication solutions based on the intended
   audience, organizational goals and objectives
3. Plan and create attractive, organized, and effective layouts based on sound principles and
   elements of design by efficiently using industry standard tools
4. Manipulate typography into an artful, professional presentation
5. Use photo editing software to create, edit and customize digital images in appropriate image
   size, resolution, and file type for the publication
6. Understand and apply print industry best practices in planning, creating, proofing, managing
   files, and preflight and portable document format options

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
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. Become an observer of life places to develop an awareness of life sustaining relationships
important to local audiences and the environment to enrich curiosity, creativity, and
engagement through ideas, designs and communications.
13. Apply ethical guidelines, such as privacy and copyright, to desktop published documents.

techniques for print projects, Peachpit Press, Berkeley, CA. or Coursepack.

RECOMMENDED/OPTIONAL TEXT: Photoshop CS6 reference guide

SUPPLIES: Jump (USB) drive.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Testing and Assignments:
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 and student submits
a valid documented excuse (example: a Doctor’s note for illness) in a timely manner. Projects
submitted “late” will be lowered one letter grade. Assignments will not be accepted beyond final
announced assignment deadlines. Assignments not submitted will be recorded as a zero. Letter grades will be determined according to the following grade scale:

**Grade Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Letter</th>
</tr>
</thead>
<tbody>
<tr>
<td>94 - 100</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>87 - 93</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>80 - 86</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>73 - 79</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Below 73</td>
<td>F</td>
<td></td>
</tr>
</tbody>
</table>

**ACADEMIC INTEGRITY:** All students must practice academic honesty. Academic conduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct code. The [Student Conduct Code](http://www.umt.edu/vpsa/documents/Student%20Conduct%20Code%20PDF-%20FINAL%208-27-13.pdf) is available online for review. For more information, visit the Office of the Vice President for Student Affairs, Student Conduct Code website [http://www.umt.edu/vpsa/policies/student_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php).

**DISABILITY ACCOMMODATION:** Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the [Disability Services for Students website](http://www.umt.edu/dss/) at [http://www.umt.edu/dss/](http://www.umt.edu/dss/) or call 406.243.2243 (Voice/Text).

**USE OF PERSONAL ELECTRONIC DEVICES:** As a general rule, cell phones are inappropriate during class times. However, to some students, unique circumstances require their use (i.e. emergencies, health, and absolute business necessity). If you absolutely require their use, you must adhere to the following criteria:

1. If they are not required, please turn them off, or on vibrate mode.
2. If receiving a call, leave the room quietly. Do not conduct your conversation in class. (You are responsible for notes missed)
3. **There will be no use of cell phones or other tablets during the midterm or final exam.** Due to testing standards, you may not leave the room during a quiz or exam and cell phones must be turned off.
4. You may bring an I-pod to class only during the days we are working on projects that do not include lectures.
5. Please be courteous of your classmates. Should this policy create routine distractions, I will ask you to leave the class. A positive learning environment will be maintained.

**COURSE OUTLINE:**

I. **INTRODUCTION TO DESKTOP PUBLISHING (DTP)**
   A. History of DTP and typography
   B. Methods of DTP
1. Word processing software
2. Desktop publishing software

C. Types of published documents
1. Periodicals
2. Promotional
3. Informational
4. Stationary
5. Instructional
6. Presentations

D. Layout and Design Principles
1. Line
2. Shape
3. Texture
4. Space
5. Value
6. Color
7. Balance
8. Rhythm
9. Unity
10. Emphasis

E. Basic elements of popular desktop publishing 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 columns
4. Incorporate WordArt, drawing objects, graphics into projects

III. AUXILIARY SOFTWARE AND EQUIPMENT
A. Microsoft publisher
B. Scanner
C. Digital camera
D. Adobe Design and Web Premium Suite CS6
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. Spell check
B. Understanding typography
   1. Typeface
   2. Measuring type
   3. Letter spacing
      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
D. Printing and publishing
   1. Portable Document Format (.pdf)
   2. Proofing
   3. Preflight

V. IMAGE EDITING PROGRAM
A. Images
   1. Analog
   2. Digital
B. Image file formats common in publishing
   1. .jpg
   2. .tif/(.tiff scanned)
   3. .psd
   4. .ai
C. Resolution (relationship and differences)
   1. Monitor
   2. Printer
   3. Scanner
D. Color
   1. RGB
   2. CMYK
   3. Tones, tints, values, hue, and saturation
E. Screen elements
   1. Navigation
   2. Toolbox
F. Selection techniques
G. Image manipulation
   1. Adjustment and correction tools and techniques
H. Layering images
I. Channels and masks
J. Type
K. Blending modes
L. Filters
VI. WEB CONCEPTS
A. Web design and layout concept differences
   1. Head content and location
   2. Formatting text
   3. Words and phrases vs. wordy paragraphs
B. Images
   1. File formats
   2. Size
   3. Enhancing for print vs. web
   4. Accessibility and navigation
VII. ETHICS
A. Copyright
B. Privacy