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MART 214.01C: Digital Publishing & Design

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**MISSOULA COLLEGE
THE UNIVERSITY OF MONTANA
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE NUMBER & TITLE: MART214-AU18-Galipeau, Digital Publishing & Design

Faculty: Cheryl Galipeau
Term: Fall 2018
Credits: 3
Office Hours: As posted on office door or by appointment
Office: MC418
Phone: 243-7874
E-Mail: cheryl.galipeau@umontana.edu
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 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.

Apply ethical guidelines, such as privacy and copyright, to desktop published documents.

REQUIRED TEXT:

Williams. Robin (2012). *The Non-Designer's InDesign Book, Essential design techniques for print projects*, Peachpit Press, Berkeley, CA (textbook or electronic version).

Williams. Robin (2015). *The Non-Designer's Design Book, 4th Edition, Design and Typography Principles for the Visual Novice*, Peachpit Press, Berkeley, CA (textbook or electronic version).

RECOMMENDED/OPTIONAL TEXT: Photoshop CC reference guide

SUPPLIES: 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:

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

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 is available online for review at <http://www.umt.edu/vpsa/documents/Student%20Conduct%20Code%20PDF-%20FINAL%208-27-13.pdf>. 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.

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/> 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. Proximity
 2. Alignment
 3. Repetition
 4. Contrast
 5. Line
 6. Shape
 7. Texture
 8. Space
 9. Value
 10. Color
 11. Balance
 12. Rhythm
 13. Unity
 14. 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

AUXILIARY SOFTWARE AND EQUIPMENT

- A. Microsoft publisher
- B. Scanner
- C. Digital camera
- D. Adobe Design and Web Premium Suite CS6

III. 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
- IV. 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/Printer/Scanner
 - D. Color
 - 1. RGB/CMYK
 - 2. 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
- V. 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
- VI. ETHICS
 - A. Copyright
 - B. Privacy