SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 662

COURSE TITLE   ALTERNATE TITLE(S)

PAGE LAYOUT DESIGN

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is designed to provide students with the foundational skills in order to learn the fundamentals of graphic design using a desktop page layout editor. Students will learn basic design principles and best practices employed in the print publishing industry. Instruction includes a hands-on approach to page layout features for print. This course builds upon knowledge and skills acquired in the Visual Design and Vector Design courses. Skills acquired in this course will serve as foundation for additional training in portfolio design. (FT)

LECTURE/LABORATORY HOURS

      100

ADVISORIES

Successful completion of:

- COMM 660 Visual Design; and
- COMM 661 Vector Design

RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer skills
- Possess visual design and vector-based graphics skills
- Understanding of either MacOS or Windows operating system

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
    SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
    SDCE students demonstrate effective communication skills.
3. Critical Thinking
    SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
    SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Develop an understanding of key terminology related to requirements in page layout.
2. Gain current industry standard skills.
3. Gain an understanding of basic design elements in the visual design industry.
4. Gain knowledge of how to use page layout for print.
5. Develop hands-on projects using page layout software.
6. Gain an understanding of image file formats for print.
7. Enhance communication skills through group or team projects.
8. Gain page layout design skills through hands-on projects and portfolio pieces.

COURSE OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Evaluate applications for appropriateness to a project for page layout design.
2. Demonstrate knowledge of project management tasks and responsibilities.
3. Demonstrate knowledge of basic design principles and best practices employed in the visual design industry using a page layout editor.
4. Navigate, organize and customize the workspace in a page layout editor.
5. Understand and use text, materials and design techniques to enhance print projects using page layout software.
6. Identify elements of the page layout software interface and demonstrate knowledge of their functions.
7. Define the functions of commonly used tools including selection, frame, type, and page layout tools.
8. Understand the technical and marketing aspects when publishing for output to digital or print media.
9. Demonstrate ability to communicate effectively in a group or team setting.

COURSE OBJECTIVES (CONTINUED)

10. Demonstrate ability to develop and build a print portfolio.

SECTION II

COURSE CONTENT AND SCOPE

1. Setting Project Requirements for Page Layout Design
   1.1. Image preparation
       1.1.1. Purpose
       1.1.2. Audience
       1.1.3. Audience needs
   1.2. Content
       1.2.1. Copyright
       1.2.2. Permissions
       1.2.3. Licensing
   1.3. Project management
       1.3.1. Tasks
       1.3.2. Responsibilities
   1.4. Communication
       1.4.1. Peers
       1.4.2. Clients
       1.4.3. Design plans
2. Understanding Print and Digital Media Publications
   2.1. Key terminology
   2.2. Basic design principles in the visual design industry
   2.3. Typography
   2.4. Color
   2.5. Properties
       2.5.1. Print
       2.5.2. Web
       2.5.3. Digital publications
3. Understanding a Page Layout Editor
   3.1. Interface functions
   3.2. Tools
       3.2.1. Selection
       3.2.2. Frame
       3.2.3. Type
       3.2.4. Drawing
       3.2.5. Line
   3.3. Workspace

        3.3.1. Navigate

        3.3.2. Organize

        3.3.3. Customize

    3.4. Non-printing design tools

        3.4.1. Interface

        3.4.2. Rulers

        3.4.3. Guides

    3.5. Layers

    3.6. Basic page layout editing

        3.6.1. Colors, swatches, gradients

        3.6.2. Object styles

        3.6.3. Character and paragraph styles

        3.6.4. Appropriate design layout

        3.6.5. Fonts and font styles

        3.6.6. Page size and attributes

        3.6.7. Headers and footers

        3.6.8. Master pages

        3.6.9. Columns

        3.6.10.   Numbering pages and sections

4. Creating Print and Digital Media Publications Using a Page Layout Editor

    4.1. Create new project

    4.2. Frames

        4.2.1. Create

        4.2.2. Manage

    4.3. Text in a page layout

    4.4. Content to a page layout

        4.4.1. Graphic

        4.4.2. Video

        4.4.3. Web

    4.5. Page Elements using Page Editor Tools

        4.5.1. Table of Contents

        4.5.2. Index

        4.5.3. Library Files

        4.5.4. Placed Content

    4.6. Interactive Elements

        4.6.1. Hyperlinks

        4.6.2. Media objects

        4.6.3. Action triggers

5. Publish, Export, and Archive Page Layouts Using a Page Layout Editor

    5.1. Print

COURSE CONTENT AND SCOPE

    5.2. Export
        5.2.1. Print
        5.2.2. Web

APPROPRIATE READINGS

Reading assignments related to page layout design may include, but are not limited, to:

- Textbooks
- Supplemental reading materials
- Industry-related periodicals or magazines
- Manuals
- Online help pages
- Articles posted on the Internet and information from web sites
- Online libraries and databases

WRITING ASSIGNMENTS

Writing assignments related to page layout design may include, but are not limited, to:

- Essays
- Critiques
- Text for assigned projects
- Journal on laboratory and project work
- Notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments related to page layout design may include, but are not limited, to:

- Reading texts, reference resources or handouts
- Researching Internet sites
- Viewing tutorial videos
- Research as needed to complete projects or portfolio
- Organizing and preparing written answers to assigned questions

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited, to:

- Analyzing different strategies for the development of page layout

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING
(CONTINUED)

- Analyzing and comparing page layout goals and assess the material required and software applications needed to produce it
- Analyzing and comparing page layout goals in accordance with an assignment's specification.
- Analyzing and comparing digital media for print and the web
- Examining the limitations of the hardware and software and determine how particular page layout projects fit within these parameters
- Appling design theory through the creation of page layout projects
- Defining the relationship of the page layout project's solution to the intended goals and objectives

EVALUATION

A student's grade will be based on multiple measures of performance and may include evaluation of student's ability to:

- Perform a variety of activities, discussions and assignments related to course objectives
- Apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Deliver an oral presentation
- Present a digital portfolio

Upon successful completion of this course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands-on lecture, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments.

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

InDesign Type: Professional Typography with Adobe InDesign, Nigel French, Adobe Press, current edition
Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation, Jonathan Gordon, Rob Schwartz, Conrad Chavez, Peachpit Press, current edition
Adobe InDesign CC Classroom in a Book, Kelly Kordes Anton and Tina DeJarld, Adobe Press, current edition
InDesign Type: Professional Typography with Adobe InDesign, Nigel French, Adobe Press, current edition
Real World Adobe InDesign CC, Olav Martin Kvern, David Blatner, Bob Bringhurst, Peachpit Press, current edition

PREPARED BY: Jane Newcomb, Toni Renier   DATE: March 6, 2019

REVISED BY: DATE:

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog