SECTION I

SUBJECT AREA AND COURSE NUMBER

OFSY 522

COURSE TITLE

PAGE LAYOUT

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides instruction in: combining text with graphics, applying typesetting and page layout features, constructing a document and importing and modifying photographs to produce professional documents. Page layout applications are used to design and produce magazines, books, advertisements, newsletters and business cards. (FT)

LECTURE/LABORATORY HOURS

   54

NOTE: In order to earn one (1) unit of high school credit, students will be required to complete an additional 16 hours of work in an open lab for a total of 70 hours.

ADVISORIES

Completion of OFSY 527, Microsoft Windows and OFSY 596, Word Processing:Beginning or equivalents.

RECOMMENDED SKILL LEVEL

NONE

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.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

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

Introduce the computer page layout application, functions, terminology, and principles of design and typography. Foster the acquisition of knowledge and skills to create multiple page newsletters, brochures and advertisement. Enhance the students' reading, writing and communication skills, enabling them to process and communicate technical information. Develop problem solving techniques to succeed in a rapidly changing technology. Describe how changing technology impacts the business operations in this field. Engender working cooperatively with clients, coworkers, and employers. Provide goal setting and teamwork opportunities. Demonstrate the common business practices and business skills needed in the field and to instill the values and integrity of successful employees and employers. Demonstrate and provide training in the safe and correct use of computers, scanners, printers and external storage media. Explore where page layout fits in the printing industry and what kinds of career opportunities exist.

COURSE OBJECTIVES

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

1. Construct complex documents with sections, headers, footers, linked text, graphics and photographs.
2. Format text, graphics and photographs, including applying color, shading, and scaling.
3. Position text in the document using kerning, tracking, leading, alignment and hyphenation.
4. Import graphic and text files, and understand the various file formats.
5. Demonstrate how to move files to other operating system platforms.
6. Determine which resources including time, materials, hardware, software and basic costs need to be allocated in a page layout project in line with a budget.
7. Select and use technology, hardware and software, appropriate to the page layout project and budget.

SECTION II

COURSE CONTENT AND SCOPE

1. Basic Functions
   1.1. Moving, resizing and layering items
   1.2. Grouping and locking

COURSE CONTENT AND SCOPE (CONTINUED)

    1.3.   Linking text boxes
    1.4.   Formatting and editing text
    1.5.   Importing text and graphics
    1.6.   Placing and editing graphics
    1.7.   Applying color
    1.8.   Checking spelling
    1.9.   Applying typographical features

2. Basic Document Construction
    2.1.   Applying appropriate design
    2.2.   Selecting fonts and font styles
    2.3.   Setting page size and attributes
    2.4.   Inserting headers and footers
    2.5.   Constructing master pages
    2.6.   Working with columns
    2.7.   Managing copy flow
    2.8.   Numbering pages and sections

3. Basic Production
    3.1.   Printing on a laser printer
    3.2.   Selecting color
    3.3.   Applying color separation
    3.4.   Working with a service bureau

4. Project Management
    4.1.   Basic pricing of a project
    4.2.   Moving files across platforms

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, textbooks, industry-related periodicals, manuals, on-line help and tutorials, reference books and on-line Internet articles and information.

WRITING ASSIGNMENTS

Writing assignments may include, but are not limited to, creating copy for documents using page layout and word processing software, taking notes and maintaining a portfolio of class assignments and projects.

OUTSIDE ASSIGNMENTS

Students are expected to spend an hour outside of class for every hour in class, reading and researching relevant material. Students are to use the Internet as a research tool when possible. Students are encouraged to job shadow and volunteer in the area they have targeted for employment. Students are encouraged to attend meetings of professional organizations in their targeted field.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Students will analyze and evaluate class presentations, readings, assignments and apply this analysis to page layout projects. Students will analyze the goals of a project and assess the material required and software applications needed to produce it, in accordance with an assignment's specification. Students will apply design principles befitting a project.

EVALUATION

A student's grade will be based on mastery of page layout production, technique and theory. A student will also demonstrate independent critical thinking, group problem solving and professional layout design. The mastery and skills will be measured by the student's:

1.   Contribution to class discussions and activities.
2.   Performance on assignments.
3.   Success in incorporating the principles and techniques presented in the class in assignments and page layout production pieces.

Upon successful completion of each individual 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 not be limited to, lectures, demonstrations, discussions, informal group problem solving, computer assisted instruction, self-paced instruction, assignments, guest speakers, critique of work, field trips and other unique instructional strategies as determined by the instructor. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Texts must be current and relevant to the course. Books listed below are suggested as appropriate reading for the current versions of PageMaker and QuarkXpress, these books are written for both the Windows and Macintosh platforms.

Design:
      The Non-Designer's Design Book Robin Williams, latest edition
      Quark Design, Nancy McCarthy, latest edition
Application and Production:
      QuarkXpress Book, David Blatner, latest edition
      QuarkXpress Tips and Tricks, David Blatner, latest edition
      QuarkXpress Training on CD, Quay 2 Multimedia, latest edition
      Desktop Publishing-Illustrated Projects, Carol M. Cram, latest edition
      Adobe InDesign Classroom in a Book, Adobe Creative Team, latest edition
      How to do Everything with Adobe InDesign CS, David Bergsland, latest edition
      The InDesign Effects Book, Ted LoCascio, latest edition
      QuarkXpress to InDesign: Face to Face, Galen Gruman, latest edition

<u>TEXTS AND SUPPLIES (CONTINUED)</u>

Supplies:

Storage media (i.e. a Zip disk, flash or thumbnail drive)

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REVISED BY <u>Sharian Lott</u>   DATE <u>February, 2007</u>

REVISED BY <u>Instructional Services/SLO's Added</u>   DATE <u>April 25, 2013</u>

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.

<u>REFERENCES</u>:

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