



HOUSATONIC COMMUNITY COLLEGE

Course Name: Digital Page Design

Course Number: GRA*241

Credits: 3 Credit Hours

Catalog Description:

An exploration of desktop publishing and page-layout programs that enable designers to execute fine control over type and graphic placement. InDesign has become the industry standard among design professionals for desktop publishing. In this course students will acquire the knowledge and practical experience necessary to use this programs effectively in a production environment. Projects may include brochures, business cards, letterheads, and the layout and design of the school newspaper.

Prerequisite: GRA * 111, and ART* 121, or Permission of Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

CONX Continuing Learning & Information Literacy (Outcomes 1 2 3 4)

Discipline-Specific Attribute Code(s):

FINA Fine Arts elective

Course objectives:

General Education Goals and Outcomes:

Embedded Continuing Learning & Information Literacy: Students will be able to use traditional and digital technology to access, evaluate, and apply information to the needs or questions confronting them throughout their academic, professional, and personal lives.

1. Demonstrate competency in using current, relevant technologies to solve problems, complete projects, and make informed decisions.
2. Access, navigate, identify and evaluate information that is appropriate for their need(s) and audience(s).
3. Synthesize information to broaden the knowledge base and produce both independent and collaborative work.
4. Evaluate the economic, legal, ethical, and social issues surrounding the access and use of information and relevant technologies.

Course Specific Outcomes:

1. Develop a solid understanding of the capabilities of In Design.
2. Create finished pieces on the Macintosh using students' own designs as well as some digitized materials.
3. Create page layouts that will be used for school publications.
4. Apply the fundamental skills required in computer graphics production and design.
5. Investigate and articulate ethical choices when communicating through visual medium.

Course Content:

Adobe InDesign is a sophisticated and versatile desktop publishing program that offers many features that make it a practical choice for digital artists. Many of the palettes and tools in this program are similar to those found in other Adobe products making InDesign a program that can build on previous knowledge. It enables the user to create layouts with precision while controlling text flow and image placement with ease.

Topics:**Introduction**

- 1) Start up and shut down
- 2) Logging on
- 3) Saving
- 4) The server
- 5) The doc
- 6) Memory
- 7) OS X
- 8) Spreadsheets
- 9) Presentations

InDesign Tools

- 1) Page Tool
- 2) Gap Tool
- 3) Content Collector
- 4) Type
- 5) Frames
- 6) Transform
- 7) Gradient
- 8) Gradient Feather
- 9) Eyedropper

Workspace

- 1) Application and control panels.
- 2) Document windows
- 3) Context menus
- 4) Using preset workspaces
- 5) Designing and saving workspaces

Navigation

- 1) Pages
- 2) Documents
- 3) Bridge
- 4) Hand tool

Libraries

- 1) Creating libraries
- 2) Using libraries

Creating Documents

- 1) Customized settings
- 2) Defaults
- 3) Working with master page items
- 4) Applying master pages
- 5) Applying page numbers
- 6) Editing page size and adding pages

Manipulating Images

- 1) Fitting options
- 2) Cropping
- 3) Re-sizing
- 4) Rotation
- 5) Working with vector and bitmapped images
- 6) Creating and working with clipping paths
- 7) Creating and importing Photoshop layer comps

Working with Text

- 1) Importing text
- 2) Stripping formatting
- 3) Text flow
- 4) Extracting images from Word text documents
- 5) Text Wrap
- 6) Visual flow issues
- 7) Changing settings to improve flow
- 8) Converting to outlines
- 9) Effects
- 10) Linking text
- 11) Make a jump line to a linked text box
- 12) Adding columns and column breaks
- 13) Missing font issues
- 14) Find/Change
- 15) Spelling
- 16) Edit in Story Editor

Working with Typography

- 1) Using grids and guides

- 2) Adjusting spacing
- 3) Changing fonts and type styles
- 4) Using glyphs
- 5) Formatting
- 6) Adding rules

Working with objects

- 1) Placing and editing images
- 2) Working with graphic frames and graphics
- 3) Working with text frames
- 4) Scaling, moving and cropping graphics
- 5) Free form frame shapes
- 6) Aligning objects
- 7) Smart guides
- 8) Placing and spacing groups of graphics
- 9) Accessing and using Meta data
- 10) Working with parent-child graphics
- 11) Wrapping text around objects
- 12) Using snippets
- 13) Applying transparency

Working with color

- 1) Color settings
- 2) Display resolution
- 3) Creating and using colors
- 4) Using Swatches panel
- 5) Working with gradient swatches
- 6) Tints
- 7) Spot colors and process colors
- 8) Colorizing gray scale images

Creating and working with styles

- 1) Paragraph styles
- 2) Character styles
- 3) Nested character styles
- 4) Table styles
- 5) Cell styles
- 6) Object Styles
- 7) Importing Styles

Output and printing

- 1) Managing links
- 2) Organizing files
- 3) Choosing output settings for print, web and offset printing
- 4) Pre-flighting
- 5) Proofing
- 6) Exporting a PDF

Design considerations

- 1) Contemporary typographic, image and layout issues.

- 2) Magazine layout and production
- 3) Page layout consideration
- 4) Developing and using a typography morgue
- 5) Designing for the visually challenged
- 6) Creative problem solving utilizing cumulative knowledge of software, drawing skills, and photography skills.

Professional print issues

- 1) Determining correct resolution for output
- 2) Importing, editing and organizing information from multiple platforms, and sources
- 3) Working in an agency atmosphere
- 4) Assuming responsibility for a deadline
- 5) Understanding the core audience
- 6) Organizing files, folders for working in a group
- 7) Copyright issues
- 8) Creating a joint project from a cloud site
- 9) Communicating with editorial staff