

Desktop Publishing & Graphic Design

Syllabus

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Course Number:	8149 (OK Promise Approved)
Pre-requisite:	Fundamentals of Technology
College Credit:	Computer Science/Computer Technology Credit
Career Cluster/Pathway:	Information Technology/Web and Digital Communications
Career Major:	Desktop Publisher/Graphic Designer, Graphic Design

Course Description:

Students will acquire skills related to communicating through visual design with the primary emphasis of this course being desktop publishing and working with graphics.

Specific Learning Competencies - *Upon successful completion of this course, the student will be able to:*

1. Demonstrate knowledge of career development/progression patterns in the IT industry.
2. Compose multi-paragraph writing clearly, succinctly, and accurately to write documents.
3. Use description of audience and purpose to prepare written documents.
4. Use computer skills to design and develop written and supporting material.
5. Use desktop publishing software to develop brochures, handouts, charts, graphs, newsletters and/or reports.
6. Use presentation software to prepare visual support materials.
7. Format written documents with correct font and layout for easy reading.
8. Use proper organization and structure to achieve coherence of major points.
9. Identify and prepare support materials to accompany oral presentation.
10. Demonstrate knowledge of design principles.
11. Demonstrate knowledge of the nature of color and color harmonies.
12. Demonstrate knowledge of the principles and elements of design and their relationship to each other.
13. Search for information and resources.
14. Format text using advanced formatting functions.
15. Enhance publications using different fonts, styles, attributes, justification, etc.
16. Prepare presentations for training, sales and in formation sharing.
17. Create computer presentation and handouts in accordance with basic principles of graphics design and visual communication.
18. Demonstrate proficiency in the use of digital imaging techniques and equipment.
19. Synthesize available interactive media technologies into a unified presentation.
20. Demonstrate advanced knowledge of available graphics software programs to create and manipulate images.
21. Apply principles and elements of color design.

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Syllabus Cont'd

22. Apply color theory to select appropriate colors.
23. Create and/or implement the look and feel of the product.
24. Create graphical images.
25. Apply knowledge of typography.
26. Alter digitized images using an image manipulation program.
27. Evaluate visual appeal.
28. Produce or acquire graphics content.
29. Apply knowledge of the processes required for the production of various printed products.
30. Demonstrate preparation of customer materials for imaging.
31. Apply knowledge of basic printing processes.

Methods of Instruction include:

lectures, class discussions, hands-on-training, demonstrations, projects and performance evaluation

Evaluation/Grading System:

- Projects 25 points
- Weekly Participation Grade 10 points
- Test/Quizzes 50 to 100 points

Grading Scale:

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

Required Testing: Brainbench, Adobe InDesign

Course Textbooks and Instructional Resources:

- *Revealed, The Design Collection*
 - InDesign CS5
- Adobe Help
- ctYou BMITE Teacher Resources:
<https://ctyou.org/mod/book/view.php?id=1268>

Book Publishers:

- Cengage Learning: <http://www.cengage.com/us/>