Department:

Business

Course Description:

This course will focus on producing publication-quality documents. This course will use up-to-date design software combining text and graphic elements to create, edit, format, lay out, and design documents, including brochures, programs, flyers, advertisements, résumés, agendas, invitations, menus, letterheads, forms, booklets, and newsletters.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Produce a variety of publication-quality documents.
2. Create a graphic that has been sized, cropped, skewed, and colored.
3. Produce a document with columns and drop caps.

Course Content:

A. The InDesign Workspace
B. Type, Tools, and Terms
   1. Character and paragraph formatting options
   2. Modifying attributes of type and text frames
   3. Serif and sans serif typefaces
C. The Fine Art of Setting Type
   1. Anatomical parts of letters
   2. Formatting paragraphs
   3. Using hyphens and dashes correctly
D. Combining Type and Images
   1. Creating linked and multi-column text frames
   2. Placing text
   3. Scaling and cropping images
   4. Using optical and manual kerning
   5. Working with the coordinate and measurement systems for precise sizing and placement
E. Tabs and Tables
   1. Setting tabular copy
   2. Creating tables
   3. Table headers and footers
F. Grids, Guides, and Aligning Objects
   1. Creating publication grids
   2. Aligning and distributing objects
3. Managing stacked objects
G. Text Wrap, Layers, and Effects
   1. The power of layers and text wrap
   2. Feathering, transparency, and live corner effects
H. Type Continuity: Applying Styles
   1. Speed and efficiency in preparing text-heavy documents
   2. Pages panel and snippets
   3. Character and paragraph styles
I. Master Pages and Object Styles
   1. Master pages
   2. Page numbering
   3. Jump lines
   4. Object library
   5. Adding and deleting pages
J. Business Forms
   1. Design, typographic, and production considerations
   2. Putting together marketing materials
K. Color Essentials
   1. Spot and process color printing
   2. The swatches panel features
   3. Color separations
L. Basic Graphic Elements
   1. Using the pen tool
   2. Integrating drawn elements with text

Learning Assessments:

Course competencies will be assessed by use of a portfolio consisting of mail-ready copies of projects organized in a professional manner.

Instructional Materials:

Exploring Adobe InDesign CS5, Rydberg, Delmar Cengage Learning, 2011
ISBN: 1111130329

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be
provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students must complete the “Disabilities Self-Identification Form” at this link: https://highlandcc.edu/pages/disability-services.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.