Department:

Business

Course Description:

This course presents basic concepts of software used to combine graphics and text into eye-catching and useful layouts. The course will incorporate narrative and pictorial/graphic creation and presentation, including set up, text entry, graphic generation, text and graphic layout, and other design-based functions. (Note: Students who have already completed BUS 136 cannot take this course.)

Course Competencies:

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

1. Explain the desktop publishing process.
2. Apply principles of document design.
3. Apply the basic features of Adobe InDesign.
4. Produce and print documents, such as newsletters, brochures, flyers, and postcards.

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.