DES M127: DIGITAL LAYOUT

Originator
skasalovic

Co-Contributor(s)

Name(s)
Lizee, Erika (elizee)
Mora, Priscilla (pmora)

College
Moorpark College

Attach Support Documentation (as needed)
Graphic Design Production-MC.docx

Discipline (CB01A)
DES - Design

Course Number (CB01B)
M127

Course Title (CB02)
Digital Layout

Banner/Short Title
Digital Layout

Credit Type
Credit

Start Term
Fall 2022

Formerly
GR M24 - Digital Layout
GR M24A - Desktop Publishing I

Catalog Course Description
Focuses on producing single-page and multi-page documents, preparing documents for print, and creating press-ready output. Explores the page layout, font and color management, formatting type, working with paragraph styles, importing images, defining and applying color and graphic effects, creating PDFs and packaging files for printing. Introduces the printing processes, papers, bindings and proofing methods.

Taxonomy of Programs (TOP) Code (CB03)
1030.00 - *Graphic Art and Design

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
(L) Letter Graded

Alternate grading methods
(O) Student Option- Letter/Pass
(E) Credit by exam, license, etc.
(P) Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
35
Maximum Contact/In-Class Lecture Hours
35

Activity

Laboratory
Minimum Contact/In-Class Laboratory Hours
52.5
Maximum Contact/In-Class Laboratory Hours
52.5

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
87.5
Total Maximum Contact/In-Class Hours
87.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
70
Maximum Outside-of-Class Hours
70

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Prerequisites
DES M120 (formerly GR M23)

Entrance Skills
Entrance Skills
DES M120 (formerly GR M23)

Prerequisite Course Objectives
DES M120-identify and analyze hardware and software technologies including the operating systems, scanners, digital cameras, image manipulation, vector-versus-bitmap artwork concepts, text and font management, and color and output.
DES M120-discuss the history of digital media, explain the key concepts, and define the digital media arts terminology.
DES M120-apply storyboarding and thumbnail sketching techniques to express personal ideas, subjective visions, and informed opinions through the design process.
DES M120-draw, scan and manipulate images as design elements to create designs for print and web, motion, and interactive design.

DES M120-define and produce appropriate resolution and digital file formats for output to various media.
DES M120-demonstrate proficiency working with digital technologies to input and manipulate images and use various software programs for the development of individual projects.
DES M120-explain copyright law and intellectual property rights as they apply to digital media arts.

Requisite Justification

Requisite Type
Prerequisite

Requisite
This knowledge will help with students' success in the course and quicker comprehension of course material.

Requisite Description
Course in a sequence

Level of Scrutiny/Justification
Part of a sequence of courses in a certificate of completion or a certificate of competency (noncredit only)

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	create and apply text and object styles.
2	prepare projects for professional print output.
3	build interactive PDF-s and web documents.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	apply design principles to the creation of digital page layouts.
2	add text frames and import graphics to a new document.
3	create and override master page items.
4	import text and thread text frames.
5	adjust color and transparency.
6	build interactive PDF-s and web documents.
7	identify and describe the different types of output and the benefits of each as applied to printable projects.
8	demonstrate the file preparation as it relates to inks, varnish, binding and cutting.

Course Content

Lecture/Course Content
(5%) 1. INTRODUCING THE WORKSPACE
(5%) 2. GETTING TO KNOW INDESIGN
 • Adding text
 • Working with styles
 • Working with graphics
 • Working with objects
 • Working with object styles
 • Preflighting as you work
(10%) 3. SETTING UP A DOCUMENT AND WORKING WITH PAGES
 • Creating a new document
 • Working with master pages
 • Rearranging and deleting document pages
 • Changing the size of pages within one InDesign document
 • Adding sections to change page numbering

- Overriding master page items and placing text and graphics
- Printing to the edge of the paper
- Using the bleed guides
- Viewing the completed spread

(10%) 4.. WORKING WITH OBJECTS
- Working with layers
- Creating and modifying text frames
- Creating and modifying graphics frames
- Adding metadata captions to graphics frames
- Wrapping text around a graphic
- Transforming and aligning objects

(10%) 5. WORKING WITH COLOR
- Managing color
- Creating colors
- Applying colors
- Working with tint swatches
- Working with gradients
- Working with color groups

(5%) 6. FLOWING TEXT
- Flowing text into an existing frame
- Flowing text manually
- Creating text frames while flowing text
- Creating threaded frames automatically
- Flowing text automatically
- Applying paragraph styles to text

(5%) 7. EDITING TEXT
- Entering and importing text
- Checking spelling
- Using the Story Editor
- Tracking changes

(10%) 8 WORKING WITH TYPOGRAPHY
- Adjusting vertical spacing
- Working with fonts, type styles, and glyphs
- Working with columns
- Changing paragraph alignment
- Creating a drop cap
- Adjusting letter and word spacing
- Adjusting line breaks

(5%) 9. WORKING WITH STYLES
- Creating and applying paragraph styles
- Creating and applying character styles
- Nesting character styles inside paragraph styles
- Creating and applying object styles
- Creating and applying table and cell styles

(5%) 10 CREATING TABLES
- Working with tables
- Converting text to a table
- Changing rows and columns
- Formatting a table
- Adding graphics to table cells
- Creating a header row
- Creating and applying table and cell styles

(5%) 11. IMPORTING AND MODIFYING GRAPHICS
- Adding graphics from other programs
- Comparing vector and bitmap graphics

- Managing links to imported files
- Updating revised graphics
- Adjusting display quality
- Importing and sizing graphics
- Editing placed pictures

(5%) 12. WORKING WITH TRANSPARENCY

- Creating a background graphic
- Applying transparency settings
- Adding transparency effects to imported vector and bitmap graphics
- Importing and adjusting Illustrator files that use transparency

(10%) 13. PRINTING AND EXPORTING

- Preflighting files
- Previewing separations
- Managing colors
- Previewing transparency effects
- Previewing the pages
- Creating an Adobe PDF proof
- Creating a press-ready PDF and saving a PDF preset
- Printing a proof and saving a print preset
- Packaging files
- Exporting graphics for the web and other digital destinations

(5%) 14. CREATING ADOBE PDF FILES WITH FORM FIELDS

- Setting up a workspace for forms
- Adding form fields
- Setting the tab order of the fields
- Adding a button to submit the form
- Exporting an interactive Adobe PDF file
- Testing your form in Acrobat Reader

(5%) 15. CREATING A FIXED-LAYOUT EPUB

- Creating a new document for fixed-layout export
- EPUB: Fixed-layout versus reflowable
- Adding animation
- Buttons
- Adding multimedia and interactive elements
- Exporting a fixed-layout EPUB file
- InDesign Publish Online

Laboratory or Activity Content

(10%) Preparing documents for digital prepress and preflight.

(10%) Critiques of design projects

(40%) Single and multi-page document creation.

(40%) Exercises focusing on tools and techniques.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Graphic/architectural designs
Oral presentations
Quizzes
Skills demonstrations
Classroom Discussion
Projects
Participation

Reports/Papers/Journals

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Case studies
Class activities
Class discussions
Demonstrations
Distance Education
Group discussions
Instructor-guided interpretation and analysis
Lecture

Describe specific examples of the methods the instructor will use:

Lectures may include demonstration, video tutorials and pdf handouts.

Representative Course Assignments

Writing Assignments
- Compose a written critique of peers' projects.
- Read a short story or poem, analyze its meaning and message, and explain in writing how the student's type pairing, typesetting, and typographic hierarchy will capture these narratives.

Critical Thinking Assignments
- Compare and contrast published design work and discuss the effectiveness of the print production process.
- Analyze the sustainability and green design strategies as they apply to print supply chain sourcing, sustainable design practices and business trends.

Reading Assignments
- Read Chapter 14: Multiple Pages: Tension, Chaos, Disarray from Xtrine Burrough (2002), Digital Foundations. In preparation for the class discussions about the impact of Futurist, Constructivist and Dadaist anti-art aesthetic on page layout design. This method will be recreated in InDesign.
- Read the same magazine article in print and on screen to track and compare the experiences.

Skills Demonstrations
- Create and apply and apply character and paragraph styles.
- Create a PDF file ready for printing.

Outside Assignments

Representative Outside Assignments
- Visit a printshop; observe and report the print production process.
- Visit a printshop; observe and report the accuracy of your file preparation as it relates to selection of inks, varnish, binding, cutting.

Articulation

Comparable Courses within the VCCCD
GR M24A - Desktop Publishing I

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Cuesta College	ART 258	Foundation of Digital Layout Design	3
Sacramento City College	DDSN 311	Digital Layout I	3
Santa Monica College	GR DES 21	Electronic PrePress and Publishing	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
F2003

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals
Resource Type
Textbook

Description
Cohen, Sandee. *From Design Into Print: Preparing Graphics and Text for Professional Printing* . Peachpit, 2009.

Resource Type
Textbook

Description

Deal, Peggy B. and Z. A. Prust. Graphic Communications: Digital Design and Print Essentials. 6th ed., Goodheart-Willcox, 2017.

Resource Type

Textbook

Description

Sherin, Aaris, and Poppy Evans. *Forms, Folds and Sizes: All the Details Graphic Designers Need to Know But Can Never Find.* 2nd ed. Rockport, 2009.

Resource Type

Textbook

Description

Homann, Jan-Peter. *Digital Color Management: Principles and Strategies for the Standardized Print Production*. Springer, 2009.

Resource Type

Textbook

Description

McCue, Claudia. *Real World Print Production with Adobe Creative Cloud*. Peachpit Press, 2013.

Resource Type

Textbook

Classic Textbook

Yes

Description

Kordes Anton, Kelly and Tina Dejarld. *Adobe InDesign Classroom in a Book (2021 Release)*. Adobe Press, 2020.

Library Resources

Assignments requiring library resources

Research using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize library resources to research and create a presentation on historical evolution in magazine design.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality
Online

Hybrid (51%–99% online) Modality
Online

Primary Minimum Qualification
GRAPHIC ARTS

Additional Minimum Qualifications

Minimum Qualifications
Multimedia

Review and Approval Dates

Department Chair
05/05/2021

Dean
05/07/2021

Technical Review
09/16/2021

Curriculum Committee
10/19/2021

DTRW-I
10/28/2021

Curriculum Committee
MM/DD/YYYY

Board
12/14/2022

CCCCO
MM/DD/YYYY

DOE/accreditation approval date
MM/DD/YYYY