

| COURSE TOPICS | CONTACT HOURS <u>PER TOPIC</u> |
|---|-----------------------------------|
| I. QuarkXpress Basic | 2 |
| A. Opening an Existing Document | |
| B. Examining the Tool Palette - Item and Content Tools | |
| C. Creating Guides | |
| D. Navigating through Adobe InDesign - Menus and Dialog Boxes | |
| E. Working with Items | |
| F. Modifying Items | |
| G. Working with Contents | |
| H. Using the Measurements Palette | |
| II. Text Fundamentals | 2 |
| A. Creating a New Document | |
| B. Importing text | |
| C. Creating Text Boxes | |
| D. Entering and Formatting Text - Cut, Copy, and Paste | |
| E. Copying and Pasting Items | |
| F. Applying Character Attributes | |
| III. Picture Fundamentals | 2 |
| A. Creating Picture Boxes | |
| B. Running Text Around Items | |
| C. Importing Pictures - Picture File Formats | |
| D. Creating Visual Effects with Pictures | |
| E. Applying Styles to Pictures | |
| F. Copying a Picture Box and Replacing its contents | |
| IV. Printing a Draft | 2 |
| A. Selecting a Printer | |
| B. Updating Missing or Modified Pictures - Usage Dialog Box | |
| C. Specifying Printing Options - Print Dialog Box | |

COURSE TOPICS (CONTINUED)

CONTACT HOURS
PER TOPIC

V. Constructing Documents

2

- A. Creating a New Document
- B. Setting Preferences
- C. Formatting Master Pages - Document Layout Palette
- D. Adding Page Numbers
- E. Inserting Pages while Flowing in Text
- F. Inserting and Rearranging Pages
- G. Editing Master Items

VI. Working with Color

2

- A. Opening a Document
- B. Creating New Colors
 - 1. Color Models
 - 2. Color Palette
- C. Applying Colors
- D. Editing Colors

VII. Working with Text

2

- A. Linking Text Boxes
- B. Formatting Text - Paragraph and Character Attributes
- C. Creating and Applying Style Sheets - Style Sheets Palette
- D. Setting Tabs
- E. Checking Spelling
- F. Searching and Replacing - Find/Change Palette

VIII. Typography

2

- A. Adjusting Leading
- B. Controlling Hyphenation and Justification - H & J Specifications
- C. Tracking Text
- D. Fine-Tuning Kerning
- E. Preventing Widows and Orphans
 - 1. Keep Lines Together
 - 2. Keep with Next Paragraph

IX. Combining Type and Graphics

2

- A. Creating Initial Caps
- B. Anchoring Items in Text
- C. Specifying Rules
- D. Creating Text-Shaped Boxes
- E. Creating Text Paths

COURSE TOPICS (CONTINUED)

CONTACT HOURS
PER TOPIC

X. Modifying Pictures

2

- A. Modifying Contract
- B. Creating Clipping Paths
- C. Modifying Text Runaround

XI. Working with Page Elements

2

- A. Modifying Stacking Order
- B. Changing Box Content
- C. Working with Groups
- D. Using Libraries
- E. Spacing and Aligning Items

XII. Preparing for High-Resolution Printing

2

- A. Printing Preliminary Color Separations
- B. Printing Composites
- C. Collecting Files for Output
- D. Sending Files to a Service Bureau

XIII. Drawing

2

- A. Drawing a Zigzag Line with the Bézier Line Tool
- B. Drawing a Curved Line with the Freehand Line Tool
- C. Drawing a Curved Line with the Bézier Line Tool
- D. Drawing a Bézier Box
- E. Working with Bézier Points and Curve Handles
- F. Working with Bézier Segments
- G. Changing the Shape of an Item
- H. Creating Shapes with the Merge Command

XIV. Graphics

2

- A. Cropping a Picture Using an Embedded Path
- B. Cropping a Picture Using a Channel
- C. Creating a Clipping Path
- D. Modifying a Clipping Path
- E. Managing Imported Pictures
- F. Managing Imported Pictures

| COURSE TOPICS (CONTINUED) | <u>CONTACT HOURS PER TOPIC</u> |
|---|------------------------------------|
| XV. Productivity | 2 |
| A. Creating and using Libraries | |
| B. Using Templates | |
| C. Character Style Sheets | |
| D. Paragraph Style Sheets | |
| E. Using and Managing Xtensions Software | |
| XVI. Books | 2 |
| A. Creating a New Book | |
| B. Opening a Book and Its Chapters | |
| C. Rearranging Chapters in a Book | |
| D. Creating Independently Numbered Sections | |
| E. Changing a Book's Master Chapter | |
| F. Synchronizing Book Styles | |
| XVII. Lists | 2 |
| A. Creating Style Sheets for Table of Contents | |
| B. Adding Style Sheets to Book Chapters | |
| C. Defining Lists for the Table of Contents | |
| D. Building a List for a Book | |
| E. Jumping to Chapters and Sections in the List | |
| XVIII. Indexing | 2 |
| A. Creating a Simple Index | |
| B. Preparing Style Sheets and a Master Page | |
| C. Defining Punctuation for a Index | |
| D. Tagging Index Entries | |
| E. Creating a Cross Reference | |
| F. Building a Formatted Index | |
| XIX. Software Application - Projects | 24 |
| A. Formal Elements | |
| 1. Image Development | |
| 2. Color Options | |
| 3. Typography | |
| 4. Format | |
| B. Applied Problem Solving - Collect, Select, Arrange | |
| 1. Conceptualization | |
| 2. Design | |
| 3. Implementation | |

PROGRAM TITLE: Graphic Design Technology
COURSE TITLE: Desktop Publishing for Graphic Design
CIP NUMBER: 1650.040200

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

01.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS -- The student will be able to:

01.04 Read and interpret written and oral instructions.

03.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES -- The student will be able to:

03.01 Follow industry rules, safety regulations and policies.

03.02 Demonstrate proper use of toxic materials.

04.0 PERFORM ILLUSTRATION -- The student will be able to:

04.01 Create line art.

04.07 Apply screen tints and color films for illustrations.

08.0 APPLY DESIGN THEORIES -- The student will be able to:

08.01 Create a design in black and white or color.

08.02 Create various mockups and dummies.

08.03 Produce quality comprehensive layouts in a variety of formats.

10.0 LETTER EFFECTIVELY -- The student will be able to:

10.01 Choose appropriate letterstyles.

10.03 Demonstrate correct spacing of letters.

12.0 CREATE ADVERTISING LAYOUTS -- The student will be able to:

12.01 Produce comprehensive layouts for advertising in newspaper, advertising, magazines, billboards, and an advertising campaign.

12.02 Identify advertising needs and develop appropriate solutions.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

13.0 PERFORM PASTE-UPS -- The student will be able to:

- 13.01 Demonstrate paste-up techniques.
- 13.02 Perform cropping of photograph and sizing of illustration.
- 13.03 Prepare mechanicals "one-color, two-color, three-color, four-color" separations.
- 13.04 Prepare amberlith overlays.
- 13.05 Demonstrate techniques for knockouts and dropouts.
- 13.06 Demonstrate proper registration of color and overlays.
- 13.07 Demonstrate proper clean-up opaquing procedures.

14.0 PRINTING PROCESS -- The student will be able to:

- 14.01 Analyze and identify method of proofing.
- 14.02 Determine methods of printing.
- 14.03 Select stocks and inks.
- 14.04 Explain color separation process.
- 14.05 Identify and specify half-tone and line negatives.
- 14.06 Interpret stripping procedures.
- 14.07 Identify speciality printing methods.

15.0 INTERPRET PRINTING PROCESS -- The student will be able to:

- 15.01 Identify special printing methods.
- 15.02 Explain basic print process.
- 15.03 Interpret signature and imposition procedures.

17.0 DEMONSTRATE PROPER USE OF INDUSTRY TOOLS AND EQUIPMENT -- The student will be able to:

- 17.01 Operate and maintain drafting equipment.
- 17.02 Utilize and read various scales.

19.0 DEMONSTRATE KNOWLEDGE OF CURRENT INDUSTRY STANDARDS, PRACTICES TECHNIQUES - The student will be able to:

- 19.02 Utilize industry terminology.
- 19.03 Identify industry practices and procedures.
- 19.04 Explain importance of meeting deadlines.
- 19.05 Acquire up-to-date in-field technology.
- 19.06 Learn how to cope with stress.
- 19.07 Adjust to work conditions.
- 19.08 Adapt properly to interdepartmental communications.
- 19.09 Identify clip-art images.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

20.0 DEMONSTRATE CREATIVE USE OF TYPOGRAPHY -- The student will be able to:

- 20.02 Develop knowledge of type styles.
- 20.03 Demonstrate knowledge of typographical specifications.
- 20.05 Allow proper letters and line spaces for typesetting.
- 20.06 Develop working knowledge of typespacing.

21.0 CREATE OUTDOOR ADVERTISING DESIGN -- The student will be able to:

- 21.01 Develop billboard and poster design.

22.0 INTERPRET PHOTOGRAPHIC PROCEDURES -- The student will be able to:

- 22.02 Perform cropping and scaling.
- 22.06 Recognize proper use of specialty services (supplies, specialties).
- 22.07 Create an artistic photographic image.
- 22.08 Utilize the photographic procedures.
- 22.09 Produce a half-tone screen image.

23.0 APPLY MARKETING/ADVERTISING THEORIES -- The student will be able to:

- 23.01 Apply marketing/advertising theories.
- 23.02 Identify customer needs.
- 23.03 Identify target market.
- 23.05 Analyze marketing potential.
- 23.06 Recognize proper use of specialty services (supplies, specialties).
- 23.08 Identify advertising procedures.
- 23.09 Interpret advertising agency skills and procedures.

24.0 APPLY COLOR THEORIES -- The student will be able to:

- 24.01 Use color for impact.
- 24.02 Apply color symbolically (psychology).
- 24.03 Develop knowledge of color theory.
- 24.04 Apply color theory and appropriate principles for use in design.

27.0 CREATE COMPUTER-AIDED LAYOUTS -- The student will be able to:

- 27.01 Perform pagination.
- 27.03 Create computer illustrations.



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| Section 1 | |
| COURSE PREFIX AND NUMBER: <u>GRA 1121</u> | SEMESTER CREDIT HOURS: <u>3</u> |
| COURSE TITLE: <u>Computer Application: Print Publishing</u> | |

Section 2
TYPE OF COURSE: (Click on the box to check all that apply)

AA Elective AS Required Professional Course College Prep
 AS Professional Elective AAS Required Professional Course Technical Certificate
 Other _____
 General Education: (For General Education courses, you must also complete Section 3 and Section 7)

Section 3 (If applicable)
INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

Communication Social & Behavioral Sciences Mathematics
 Natural Sciences Humanities

Section 4
INTELLECTUAL COMPETENCIES:

Reading Speaking Critical Analysis Quantitative Skills Scientific Method of Inquiry
 Writing Listening Information Literacy Ethical Judgment Working Collaboratively

| Section 5 | | |
|------------------|--|---------------------------------------|
| | LEARNING OUTCOMES | METHOD OF ASSESSMENT |
| • | Development of print software skills and knowledge | Software tutorials and demonstrations |
| • | Design and develop applied projects | Class projects |
| • | Demonstrate type usage | Class projects |
| • | Develop and apply vector graphics | Class projects |
| • | Develop and apply raster graphics | Class projects |
| • | Demonstrate problem-solving process | Class projects |
| • | Demonstrate conceptual ideation | Class projects |
| • | Demonstrate basic 2D design principles | Class projects |
| • | | |
| • | | |

Section 6
Name of Person Completing This Form: Michael Nuetzel