

Desktop Publishing & Graphic Design Syllabus



Course Number:	8149 (OK Promise Approved)
Pre-requisite:	Fundamentals of Technology or Business and Computer Technology
Career Cluster/Pathway:	Information Technology/Web and Digital Communications Business, Management and Administration/Administrative and Information Support
Career Major:	Desktop Publisher/Graphic Designer, Graphic Design Specialist, Multimedia Specialist, Office Information Specialist
Locations:	Various locations across Oklahoma
Length:	1 Carnegie Unit (90 class periods theory/ 85 class periods lab)

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.

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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.
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.

Instruction: (Based on 175 class periods)

87.5 Class Periods Desktop Publishing

87.5 Class Periods Graphics

Methods of Instruction include:

(Choose method(s) of instruction – examples are: lectures, class discussions, hands-on-training, demonstrations, projects and performance evaluation.)

Required Certifications: (Select from the following options)

ODCTE: None

Brainbench:

Select one:

- Adobe InDesign
- Adobe PageMaker
- Quark XPress

Adobe Certified Expert:

Select one:

- Adobe InDesign
- Adobe Acrobat Professional

Adobe Certified Associate: Visual Communications With Photoshop

Recommended Certifications:

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Recognized Primary Course Textbooks and Instructional Resources:

- *Adobe Photoshop, Classroom in a Book* series and materials
- Lynda.com online learning library
- Course Technology materials: www.course.com
- *Writing Companion for the Digital Artist*
- *The Non-Designer's Design Book*
- *Introduction to Digital Publishing – Master the Fundamentals of Printing in a Digital World!*
- *Digital Foundations: Introduction to Media Design with the Adobe Creative Suite*
- *Adobe Acrobat Professional, Classroom in a Book*
- *Adobe Revealed Series InDesign*
- *Adobe Revealed Series Illustrator*
- *Adobe Revealed Series Photoshop*
- *Adobe Photoshop in a Book*
- *Adobe Illustrator in a Book*

Websites:

Adobe TV <http://tv.adobe.com/channel/how-to/how-to-cs6-tutorials/>

<http://www.designbolts.com/category/tutorials/>

YouTube Channels: https://www.youtube.com/channel/UCFZOtakYohPkTvwtFu7_U2g
tuts+ <http://design.tutsplus.com/>

Layers Magazine for Everything Adobe: <http://layersmagazine.com/category/tutorials/indesign>

DesignM.ag <http://designm.ag/tutorials/indesign/>

About.com

- http://desktoppub.about.com/od/desktoppublishing/u/Basics_and_Beyond.htm
- <http://desktoppub.about.com/>

<http://www.serif.com/desktop-publishing-software/>

Tutorials: