# UNIVERSITY OF THE FRASER VALLEY

COURSE IMPLEMENTATION DATE: January 2007
COURSE REVISED IMPLEMENTATION DATE: September 2013
COURSE TO BE REVIEWED: March 2018
*(six years after UPAC approval)* *(month, year)*

## OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

| GD 159 | College of Arts – Visual Arts | 3 |
|---|---|---|
| COURSE NAME/NUMBER | FACULTY/DEPARTMENT | UFV CREDITS |
| | Digital Design Media II | |
| | COURSE DESCRIPTIVE TITLE | |

**CALENDAR DESCRIPTION:**

This course introduces professional layout applications for print and digital publishing. Students will produce comprehensive communication projects while gaining a working knowledge of layout software including font and file management, colour systems, a digital glossary, and file formats.

Note: Students with credit for GD 156 cannot take this course for further credit.

PREREQUISITES: GD 157. GD 161 is recommended.
COREQUISITES:
PRE or COREQUISITES:

**SYNONYMOUS COURSE(S):**
(a) Replaces: **GD 156**
(b) Cross-listed with:
(c) Cannot take: **GD 156** for further credit.

**SERVICE COURSE TO:** *(department/program)*

**TOTAL HOURS PER TERM: 60**
**STRUCTURE OF HOURS:**

| | | |
|---|---|---|
| Lectures: | **15** | Hrs |
| Seminar: | | Hrs |
| Laboratory: | 35 | Hrs |
| Field experience: | | Hrs |
| Student directed learning: | **10** | Hrs |
| Other (specify): | | Hrs |

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

**OTHER:**
Maximum enrolment: **24**
Expected frequency of course offerings: annual
*(every semester, annually, every other year, etc.)*

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) ☒ Yes ☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) ☐ Yes ☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: ☐ Yes ☒ No

| | | |
|---|---|---|
| Course designer(s): **J. Nolte/A. Babiarz** | | |
| Department Head: **Tetsuomi Anzai** | Date approved: | **February 3, 2012** |
| Supporting area consultation (Pre-UEC) | Date of meeting: | **February 17, 2012** |
| Curriculum Committee chair: **Tetsuomi Anzai** | Date approved: | **February 17, 2012** |
| Dean/Associate VP: **Jacqueline Nolte** | Date approved: | **February 17, 2012** |
| Undergraduate Education Committee (UEC) approval | Date of meeting: | **March 2, 2012** |

**LEARNING OUTCOMES:**

Upon successful completion of this course, students will be able to:
- describe the capabilities of layout applications for print and digital publishing and continue investigation through self-directed learning;
- use software and industry specific terminology, menus, and navigation;
- discern which tool(s) to use for which task(s) and which media;
- set up preferences and create new documents;
- apply essential keyboard and navigation shortcuts;
- apply software automation features to do more in less time;
- implement best workflow techniques for font and file management;
- create layouts and publications for print and digital media including touch screens;
- attain proficiency in print and digital publishing using layout applications; and
- support the skill and layout related requirements for print and digital design projects.

**METHODS:** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures
Demonstrations
Workshops
Tutorials
Self-directed skill development

**METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

☐ Examination(s)          ☒ Portfolio assessment          ☒ Interview(s)

☐ Other (specify):

☐ PLAR cannot be awarded for this course for the following reason(s):

**TEXTBOOKS, REFERENCES, MATERIALS:**

*[Textbook selection varies by instructor. An example of texts for this course might be:]*

Cohen, S. Visual Quickstart Guide, InDesign *CS5*. Berkeley, California: Peachpit Press, 2010.
Adobe creative team. *Adobe InDesign CS5 classroom in a book*, Adobe Press, 2010.
Tondreau, Beth. *Layout essentials: 100 design principles for using grids*. Rockport, 2009.
Subscription to Lynda.com

**SUPPLIES / MATERIALS:**

Universal Type Client
Adobe Type Library
Adobe CS current edition
Macintosh computer
iPad

**STUDENT EVALUATION:**

*[An example of student evaluation for this course might be:]*

30% Exercises: 5% each
10% Project 1: Flyer
10% Project 2: Print and online advertisement
20% Project 3: 16 Page Book
20% Project 4: iPad Publication
10% Quiz

## COURSE CONTENT:

*[Course content varies by instructor. An example of course content might be:]*

An introduction to layout and Adobe CS including InDesign, Bridge, Folio Builder, Acrobat and Distiller.
Creating graphic communication and publication documents in a typographical and page formatting computer program.

Using Adobe InDesign:
- Review of default/preference settings, guide elements, new document set-up, layout, tools, palettes, saving and glossary.
- More tools, palettes, units of measurement, guides.
- Best practices: Font management and the Adobe Type library.
- Keyboard shortcuts.
- Getting around: display, navigation, view size.
- Picture box usage, layers, colours. Printing set-up.
- Typography tools. Style sheets.
- Manipulating type, spell check. Type styles. Master pages. Linking text boxes. Text wrap.
- Large document setup and printing.
- Document layout setup. Advanced colour setup, correct image importing.
- Blending mode, transparency.
- Production: Printing specifications, dieline, colours and folding dummy.
- Style sheets, "Line up everything," proofing layouts, mechanical requirements and specifications.
- File format compatibility issues.
- Tables and other InDesign features.

Introduction to Adobe Digital Publishing Suite (DPS):
- Using inDesign for iPad publishing.
- The touch screen environment, screen orientation and formats.
- DPS tools, installation and publishing.

Using Adobe Acrobat for publishing:
- Acrobat Distiller setup. Create pdf proofs and print ready pdfs from InDesign.
- Acrobat navigation, setup, features and presentation.
  Create links and interactive functions for online and on-screen.
- Print and digital file preparation, pdf for e-mail, and a press-ready pdf.