



COURSE IMPLEMENTATION DATE: January 2007  
 COURSE REVISED IMPLEMENTATION DATE: September 2013  
 COURSE TO BE REVIEWED: March 2018  
*(six years after UEC 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: None.  
 COREQUISITES:  
 PRE or COREQUISITES: GD 157. GD 161 is recommended.

**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:	<u>15</u>	Hrs
Seminar:	_____	Hrs
Laboratory:	<u>35</u>	Hrs
Field experience:	_____	Hrs
Student directed learning:	<u>10</u>	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): <u>J. Nolte/A. Babiarz</u>	Date approved: <u>November 23, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>N/A</u>
Supporting area consultation	Date approved: <u>January 18, 2013</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>January 18, 2013</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>February 1, 2013</u>
Undergraduate Education Committee (UEC) approval	

**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.