

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GRPH 461/GAT-261 Department: Graphic Arts Technology

Course Title: Electronic Publication Semester: Spring Year: 2015

Objectives/Competencies

Course Objective	Competencies
1. Students will demonstrate a working knowledge of a page layout program.	<ol style="list-style-type: none"><li>1. Identify and correctly use the tools and commands of a Page layout software.</li><li>2. Set up document parameters based on how the document will be printed.</li><li>3. Put together documents using text boxes and picture boxes. Modify size and shape of text and picture boxes, and their contents.</li><li>4. Apply basic typographical, paragraph, and tab formatting parameters to the document.</li><li>5. Control character and paragraph spacing by applying advanced typographical and layout techniques, including hyphenation and justification settings, leading, and text alignment.</li><li>6. Utilize special layout techniques such as adding rules and lines, changing text and picture frame styles, and aligning multiple elements.</li><li>7. Use style sheets and master pages to standardize page layout.</li></ol>

Course Objective	Competencies
<p>2. Students will gain experience designing professional documents and publications.</p> <p>3. Students will learn to work effectively with printers, and publishers.</p>	<p>8. Create typographical special effects by using vector-based paths, indents, drop caps, and the coloring/shading of text.</p> <p>9. Modify imported bitmapped images through contrast, and color and shading controls.</p> <p>10. Create graphics through the use of Bezier and pen tool.</p> <p>11. Define, apply, and manage color in a document.</p> <p>1. Work effectively with the client to determine how to effectively design documents.</p> <p>2. Design and lay out documents using sound design principles and techniques.</p> <p>3. Properly construct document to allow proper printing and future modification.</p> <p>4. Use appropriate alignment, spacing, and typographical techniques.</p> <p>5. Work effectively with other students to create a large, multiple-section document.</p> <p>6. Obtain feedback of work through instructor and peer critique.</p> <p>1. Meet with, printer, and publishers before designing the document to determine how the job will be printed and the constraints, consideration, and timelines that must be observed.</p> <p>2. Provide printer with screen fonts, and any imported and linked graphics used in the document.</p> <p>3. Print hardcopy composite output of the document at 100%, and print all color separations.</p>

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<p>4. Students will be able to communicate the appropriate terminology used in typesetting, printing, and computer software programs.</p> <p>5. Students will have a basic understanding of how page layout can be used with the World Wide Web.</p> <p>6. Students will produce a wide range of potential portfolio pieces using a page layout software.</p>	<p>4. Prepare output form provided by the printer to determine how the job will be imaged.</p> <p>1. Use the terms related to typography, page layout software and other digital imaging programs, and the printing industry.</p> <p>1. Establish a structure and determine the basic design elements.</p> <p>2. Construct the document by adding graphic elements, color, and special text formatting.</p> <p>3. Design documents for World Wide Web.</p> <p>1. Produce a variety of marketing design pieces for business, commercial, and personal clients as part of laboratory assignments.</p> <p>2. Produce a professional-designed, multi-section magazine or e- publication.</p>