

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GAT-261 Department: Graphic Arts Technology

Course Title: Digital Publishing Semester: Spring Year: 2016

Objectives/Competencies

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

Course Objective	Competencies
<p>2. Students will gain experience designing professional documents and publications.</p> <p>3. Students will learn to work effectively with service bureaus, prepress providers, 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, halftone screens, dithering, and color and shading controls.</p> <p>10. Create graphics through the use of Bezier and freehand curves.</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 service bureau, prepress provider, printer, and/or 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 service bureau or prepress provider will all printer</p>

Course Objective	Competencies
<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 Indesign can be used with the World Wide Web.</p> <p>6. Students will produce a wide range of potential portfolio pieces using Indesign</p>	<p>and 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> <p>4. Prepare output form provided by the service bureau or prepress provider to determine how the job will be imaged.</p> <p>1. Use the terms related to typography, Indesign 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. Convert the document into web page format by using various Indesign XTensions.</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 newspaper as a group project.</p>