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CMPT 1441: Publication Layout and Design

EFFECTIVE DATE

September 2020

DEPARTMENT

Computers - City Centre

DESCRIPTION

This course will further the student's understanding of Adobe Creative Suite and its application in design and layout of covers, brochures, books, magazines, newsletters, and other multi-page publications. The goal of the course is to design a publication of eight or more pages and produce it to a format adequate for printing as well as for online viewing. Students are encouraged to bring a personal project and all its materials (text and images) for the first day of class; otherwise text and images will be provided by the instructor. The six sessions will cover basic design and layout strategies for multi-page documents, as well as the principles of printing.

CREDITS

0.0

YEAR OF STUDY

PREREQUISITES

None

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Understand how Photoshop and Illustrator work together with InDesign to design and produce publications for print
- Understand multi-page design process: concept, design and layout
- Understand basic layout and typography principles
- Develop a document that can be printed and use as a template for future layouts
- Understand folding, binding, printing, paper options
- Prepare an InDesign file for both print and web

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lab: 18

INSTRUCTIONAL STRATEGIES

GRADING SYSTEM

Satisfactory/Unsatisfactory

PASSING GRADE

based on 80% attendance

EVALUATION PLAN

Type	Percentage	Assessment activity
Attendance		

COURSE TOPICS

- Learn how Photoshop and Illustrator work together with InDesign
- Learn about various publication sizes, formats, grids, layout components, typography; review layout samples
- Learn about printing requirements, papers, inks, and finishes, review print and paper samples
- Plan the project and develop a concept based on project audience, then create a design
- Construct and layout a printable multi-page document using style sheets and master pages
- Create final print and web files from the InDesign file
- Session 1
 - Brief overview of history of publication and book design
 - Overview of typography, grids, layout elements, reading quality, usability
 - Discuss publication sizes and types, appropriateness, evaluation criteria
 - Introduce print finishes, papers, samples
 - Creating a folder for the magazine/newsletter/book project
 - Review briefings for each project
 - Concept and design initial stages
 - Review text and hierarchy of information, reorganize if necessary
- Session 2
 - Set up a grid for chosen design approach for project
 - Import text from Word, review first

- • Set up page size, master page elements, insert folio
- • Set up and apply style sheets (paragraph & character styles)
- • Set up the cover, choose a cover photograph and do corrections in Photoshop
- • Create a Table of Contents (ToC)
- • Incorporate graphic elements into layout (from Illustrator or Photoshop, as well as elements created in InDesign)
- Session 3
- • Work with layout elements
- • Work with clipping paths
- • Anchored objects
- • Group discussion of cover layouts and ToC
- Session 4
- • A discussion of colour spaces: RGB vs CMYK
- • A discussion of file formats for printing: TIF, PSD, JPG, PDF, INDD, EPS
- • Group discussion of inside spreads
- Session 5
- • Practice fine tuning options: kerning, word spacing, justification, hyphenation
- • Review printing and paper options
- • Troubleshoot and pre-flight document
- • Package InDesign documents
- • Create a press ready PDF
- • File management (show samples of file folders, versions etc)
- Session 6
- • Printing final project
- • Presentation and discussion of final project (printed)
- • Introduce template design planning and how to prep files for web use, Acrobat viewing properties
- • Discuss resources for further learning and the future of publication design
- • Copying of files to USB stick for backup

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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Downtown campus

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