

CATALOG INFORMATION

Dept and Nbr: GD 58

Title: ADVANCED PAGE LAYOUT

Full Title: Advanced Page Layout and Advertising Design

Last Reviewed: 4/14/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
This in-depth course will explore creative layout solutions for print and digital media using Adobe InDesign. Students will develop single- and multi-page designs for print and digital applications. Topics include: brand and advertisement design for global and bilingual markets, magazine and book layout, design strategies for multiple page sizes and orientations, basic interactive media design, grid systems, professional typography, and using effective imagery.

Prerequisites/Corequisites:
Course Completion of CS 72.11A and GD 54; OR Course Completion of CS 72.11B

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This in-depth course will explore creative layout solutions for print and digital media using Adobe InDesign. Students will develop single- and multi-page designs for print and digital applications. Topics include: brand and advertisement design for global and bilingual markets, magazine and book layout, design strategies for multiple page sizes and orientations,

basic interactive media design, grid systems, professional typography, and using effective imagery. (Grade Only)

Prerequisites/Corequisites: Course Completion of CS 72.11A and GD 54; OR Course Completion of CS 72.11B

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Spring 2010	Inactive: Fall 2020
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Demonstrate effective design principles in the creation of print and interactive projects using InDesign.
2. Explain basic concepts and terminology of advertising, page layout and interactive digital design.

Objectives:

Upon completion of the course, students will be able to:

1. Explain the fundamentals of interactive design and digital/online publishing including software, terminology, formats, target devices and sizes
2. Use the principles of design, color, typography, and grid systems to create page layouts for print and digital publications
3. Use InDesign to create effective layouts and re-purpose it for digital publication
4. Use a variety of advertising techniques and theories to develop a brand and create effective print and online advertisements aimed at the bilingual market
5. Design a Portable Document Format (PDF) presentation with interactive elements in InDesign
6. Demonstrate sensitivity to diverse populations in advertising

Topics and Scope:

1. Overview of print and digital publishing: techniques, formats, software tools and target devices.
2. Introduction to brand development: creating and promoting a brand identity including

distribution options and formats

3. Effective practices for creating on-target print and online advertisements aimed at global and bilingual markets
4. Advanced layout techniques for effective advertisements
5. Evaluating and developing great advertising headlines and copy
6. Selecting and using color and image for the global market
7. Techniques for translating a print advertisement into an animated online advertisement in InDesign
8. Introduction to long publication design: book and magazine design and layout techniques
9. How to sell the story: book jacket design for print and online distribution
10. How to design magazine layouts that appeal to specific target audiences
11. Techniques for developing attractive magazine covers and 2-page spreads
12. Designing a grid system for 2-page magazine spreads and implementing it in InDesign
13. Using InDesign to add interactivity and animation to a magazine page for distribution on tablet devices
14. Developing an interactive Portable Document Format (PDF) presentation in InDesign
15. Exploring the exploitation of diverse populations in advertising

Assignment:

1. Project to develop branding and promotional materials for a global company
2. Advertisement layouts that target both English and Spanish speaking audiences designed for print and then re-purposed for online display.
3. Book jacket and interior page design for a book dealing with a foreign author or subject (suitable for print and online distribution)
4. Print magazine spread with an editorial focus with added interactivity for tablet distribution
5. Interactive Portable Document Format (PDF) presentation
6. 10 to 15 pages per week of reading
7. Final project portfolio presentations in PDF form

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Planning and research for design projects.

Problem solving
30 - 35%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

All class projects included in final project portfolio

Skill Demonstrations
55 - 60%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation and PDF presentation

Other Category
5 - 10%

Representative Textbooks and Materials:

Adobe InDesign CS6 Interactive: Digital Publishing for the Internet and the iPad (Adobe CS6) (1st). Botello, Chris; Dove, Dylan. Cengage Learning: 2012