

**Course Acronym:\***

ART

**Course Number:\*** 143

**Descriptive Title:\*** Digital Publishing Fundamentals

**Division:** Fine Arts

**Department:\***

Art

**Course Disciplines:** Graphic Arts

**Catalog Description:\***

This course is an introduction to fundamental concepts and practices of digital publishing for print and screen. Topics include integration of typography, color, images, and graphic design principles with contemporary digital tools. Students work on both individual and group projects

**Conditions of Enrollment:**

**Prerequisite:**

**Co-requisite:**

**Recommended Preparation:** Art 141 or Art 131

**Enrollment Limitation:**

**Course Length:** Full Term

**Hours Lecture (per week):** 2

**Hours Laboratory (per week):** 4

**Outside Study Hours:\*** 4

**Total Course Hours:\*** 108

**Course Units:\*** 3

**Grading Method:** Letter Grade only

**Credit Status:** Credit, degree applicable

**Transfer CSU:** Yes

**Effective Date:** Prior to July 1992

General Education:  
ECC

Term:

Other:

CSU GE:

Term:

Other:

IGETC:

Term:

Other:

## II. Outcomes and Objectives

**A. Student Learning Outcomes (SLOs)** (The course student learning outcomes are listed below.)  
***SLO revisions are completed via the SLO Change Form available on the College Curriculum Committee website.***

**Student Learning  
Outcomes:**

**SLO #1 Digital Design and Publishing Software**

Students will demonstrate correct usage of digital publishing software to combine graphics, images, and typography in single and multi-page publications.

**SLO #2 Member of Design Team**

Students will effectively perform as a member of a design team to produce a multi-page document in response to client generated project.

**SLO #3 2-D Design Concepts**

Students will apply 2D design concepts to digital publications.

**B. Course Objectives** (The major learning objective for in this course are listed below.)

**Course Objectives:**

1. Demonstrate the use and operation of a computer system and graphics software.
2. Combine type and images using desktop publishing software to produce publications for print and screen.
3. Apply elements and principles of 2D design to digital publications.
4. Assess the scope and purpose of design projects and apply appropriate strategies of teamwork, time management, design, and production to meet deadlines.
5. Professionally present final digital comprehensives for print and screen.
6. Analyze, discuss, and critique digital publications.

## III. Outline of Subject Matter

(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)

Example:

**I. Main Topic (3 hours, lecture)**

**A. Sub topics**

**B. Sub topics**

**1. Super sub topic**

**2. Super sub topic**

**Major Topics:****I. Hardware and system software introduction (6 hours, lecture)**

1. Mac and windows operating systems
2. Making, naming and organizing files
3. Local drive versus shared drive

**II. Graphics software introduction and skills practice (12 hours, lab)**

1. Software tools
2. Menus and palettes

**III. Input and output methods and tools (20 hours, lab)**

1. Placing files
2. Linking and relinking files
3. Packaging projects
4. Publication types: print, pdf, e-pub
5. Export options for print and screen output

**IV. Typography, type selection and specification (6 hours, lecture)**

1. History and terminology
2. Measurement system
3. Styles and style sheets
4. Hierarchy

**V. Composition and page layout (20 hours, lab)**

1. Grids
2. Organizing levels of information
3. Creating emphasis

**VI. Color (20 hours, lab)**

1. Pantone, process, color separation, reflection versus transmission media
2. Preparing and submitting files for printing
3. Different types of commercial printing

1. silkscreen
2. offset
3. digital
4. print-on-demand

**VIII. Preparation, production, analysis, and criticism of design projects (24 hours, lecture)**

1. Analysis of visual images and design examples
2. Research, roughs, and comprehensives
3. Class discussions and critiques
4. Production team jobs

Total Lecture Hours: 36

Total Laboratory Hours: 72

Total Hours: 108

**IV. Primary Method of Evaluation and Sample Assignments**

**A. Primary Method of Evaluation (choose one):**

- 1) Substantial writing assignments
- 2) Problem solving demonstrations (computational or non-computational)
- 3) Skills demonstrations

Primary Method of Evaluation: 3) Skills demonstration

**B. Typical Assignment Using Primary Method of Evaluation**

Typical Assignment Using Primary Method of Evaluation: Research and produce thumbnail sketches for a one page flyer advertising a school function.

**C. College-level Critical Thinking Assignments**

Critical Thinking Assignment 1: Analyze the design of an existing print publication and design an updated version. Export as PDF and create a printed mock-up of the design.

Critical Thinking Assignment 2: Using the computer as a production tool, create a limited edition book on a theme. The theme may be visual (abstract or representational) or literary (a poem or short story). Develop the concept utilizing design skills for effective communication. Make decisions about color, paper, and binding techniques appropriate to book concept and demonstrate control over computer graphics hardware and software necessary to successfully realize their project. Print, trim and bind to present finished proof.

**D. Other Typical Assessment and Evaluation Methods**

**Examples:** Class Performance, Objective Exam, Clinical Evaluation, Oral Exams, Completion, Other Exams, Embedded Questions, Performance Exams, Essay Exams, Presentation, Fieldwork, Quizzes, Homework Problems, Reading Reports, Journal kept throughout course, Term or Other Papers, Laboratory Reports, True/False, Matching Items, Written Homework, Multiple Choice, Other (specify)

Other Evaluation Methods: Class Performance, Homework Problems, Journal kept throughout course, Quizzes

**V. Instructional Methods**

**Examples:** Lecture, Group Activities, Lab, Role play/simulation, Discussion, Guest Speakers, Multimedia presentations, Field trips, Demonstration, Other (specify)

**Instructional Methods:** Demonstration, Lab, Lecture, Multimedia presentations

**If other:**

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

**VI. Work Outside of Class**

**Work Outside of Class:\*** Journal (done on a continuing basis throughout the semester), Problem solving activity, Skill practice, Study

**If Other:** Work on design projects

**VII. Texts and Materials**

**A. Up-to-date Representative Textbooks: Please use the following format(s):**

**Printed Text** - Author, Title, Edition, Publisher, Year.

**Digital Text (OER Text)** - Author (last name first). Title. Edition or Version (if beyond 1st). Publisher, Publication year or Revision date. URL. License.

**Sample:** Dillon, Dave. *Blueprint for Success in College and Career. Version 1.3. Rebus Community, 2018. press.rebus.community/blueprint2/. Licensed under CC BY 4.0.*

**If you wish to list a text that is more than 5 years old, please annotate it as a “discipline standard”.**

**\*Multiple textbooks may be listed.**

**Up-To-Date  
Representative  
Textbooks:**

**B. Alternative Textbooks: Please use the following format(s): if applicable**

**Printed Text** - Author, Title, Edition, Publisher, Year.

**Digital Text (OER Text)** - Author (last name first). Title. Edition or Version (if beyond 1st). Publisher, Publication year or Revision date. URL. License.

*Sample: Dillon, Dave. Blueprint for Success in College and Career. Version 1.3. Rebus Community, 2018. press.rebus.community/blueprint2/. Licensed under CC BY 4.0.*

**If you wish to list a text that is more than 5 years old, please annotate it as a “discipline standard”.**

*\*Multiple textbooks may be listed.*

Alternative  
Textbooks:

**C. Required Supplementary Readings**

**Required  
Supplementary  
Readings:** Online software tutorials, design blogs and websites.

**D. Other Required Materials**

**Other Required  
Materials:** Computer data storage device  
Studio tools

**VIII. Conditions of Enrollment**

**A. Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.**

**Requisite:**

**Category:**

**Requisite course(s):**  
List both  
prerequisites and  
corequisites in this  
box.

**Requisite and  
Matching skill(s):** **Bold**  
the requisite skill.  
List the  
corresponding course  
objective under each  
skill(s).

**B. Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.**

**Requisite Skill and Matching Skill(s):**  
**Bold the requisite skill(s). If applicable**

**C. Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)**

**Requisite course:** Art-131 or Art-141

**Requisite and Matching skill(s):**  
**Bold the requisite skill. List the corresponding course objective under each skill(s).**

**Previous experience with using graphics software to create art and design projects will help students to succeed.**

ART 131 - Compose layouts for page and screen using design principles.

ART 131 - Compose layouts for page and screen using design principles.

ART 141 -Apply the elements and principles of design in finished digital images and time-based works.

**D. Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)**

**Requisite Skill:**

**Requisite Skill and Matching skill(s):**  
**Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable**

**E. Enrollment Limitations**

**Enrollment Limitations and Category:**

**Enrollment Limitations Impact:**

**Course Created by:** Donald G. Hudson

**Date:** 09/25/1990

**Original Board Approval Date:** 04/08/1991

**Last Reviewed and/or Revised by:** Joyce Dallal

**Date:** 12/20/2021

**Last Board Approval Date:** 04/18/2022