

COURSE OUTLINE

**Computer Science/Information Systems 123
Desktop Publishing**

I. Catalog Statement

CS/IS 123 is intended to acquaint the student with currently available office publishing technology. Students compose and create business flyers, brochures and newsletters as well as explore the use of business graphics programs. Students develop the skills necessary to plan, install, and maintain an office publishing system. This course does not teach basic design concepts, but rather provides the student with new production tools for the office environment.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

Total Course Units: 3.0

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 48.0

Prerequisite: None

II. Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- use a PC or Macintosh computer.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- describe and demonstrate the theory and practice of office publishing including the hardware and software components;
- construct all text flyers, office brochures, and newsletters using page layout software;
- create and modify images for publication using modern image manipulation and editing software;
- integrate the mechanics of the computer into student's creative process.

IV. Course Content

Total Faculty Contact Hours = 48.0

- A. Office Publishing Systems (Hardware) **(6 hours)**
 1. The Macintosh system (computer, monitor and flash drives)
 2. Office Publishing Systems Process
 - a. The Publishing Process (marketing, editorial, production and distribution)
- B. Text Input **(6 hours)**
 1. InDesign toolbox and measurement systems
 - a. Establish tool defaults
 - b. Printers measurements (points and picas)
 2. Text Input and text flow
 - a. Establishing text boxes
 - b. Linking text boxes
 3. Paragraph Formatting
 4. Type Controls
 5. Style Sheets
 6. Master Pages and Libraries
 7. Printing
- C. Graphics **(10 hours)**
 1. Bit-mapped versus vector graphics (PICT, TIFF and EPS)
 2. Postscript fundamentals (the postscript grid and levels of gray)
 3. Scanning fundamentals (establishing resolution and line art versus halftones)
 4. Preparing halftones using Photoshop
 5. Importing art into page layouts
- D. Page Layout **(12 hours)**
 1. Using Master Pages, Libraries, and Style sheets
 2. Color (CMYK, Pantone and Lab color)
 3. Typography
 - a. Factors in choosing a typeface
 - b. Grid systems
 - c. Type manipulation using tracking, kerning and scaling
- E. Student Projects **(12 hours)**
- F. Future Trends **(2 hours)**

V. Methods of Instruction

The following methods of instruction may be used in the course:

- lecture;
- one-on-one instruction;
- demonstration.

VI. Out of Class Assignments

The following out of class assignments may be used in the course:

- homework assignments (designing pamphlets or leaflets).

VII. Methods of Evaluation

The following methods of evaluation may be used in the course:

- quizzes;
- midterm examinations;
- final project;
- final examination.

VIII. Textbook(s)

Cehen, Sandee, *InDesign CC: Visual QuickStart Guide*. San Francisco: Peachpit P, 2013.
Print.
10th Grade reading level. ISBN 0321929578

IX. Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- analyze the basic hardware and software components of a desktop publishing system;
- demonstrate an understanding of the theory and practice of desktop publishing;
- use the typographic tools in a page layout program to produce an all-text flyer;
- use an image manipulation program to create and modify a black and white image;
- use a page layout program to produce both a brochure and a four-page newsletter, each of which contains text and graphics.