

COURSE OUTLINE

ARTT-204 Digital Publishing 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

In this course, students will use desktop publishing software to produce documents that are in demand by today's businesses and publishers—brochures, calendars, newsletters, and booklets. The goal of this course is to familiarize students with the process of creating documents that use typography and graphics—from initial design concepts through production via desktop publishing software and to train students in the proper use of the software's features and commands. Prerequisite: ARTT-148 or ARTT-158. (4 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Use desktop publishing software to create the type of documents used by government, business, and organizations, including brochures, reports, newsletters, calendars, and booklets.
2. Use basic design principles in the production of printed material that will communicate information in an attractive format to a target audience.
3. Prepare designed material for the printing process.

Major Topics

- I. History of Desktop Publishing
- II. Layout software
- III. Importing graphics - file formats and color
- IV. Common print production terminology
- V. Color production
- VI. Printing separations
- VII. Typography
- VIII. Design
- IX. Prepress - how to prepare materials for the printer
- X. Introduction of paper and binding terminology
- XI. Maintaining consistency and identity standards

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following: All studio faculty also require regular attendance.

Other Course Information

The course may be used as an art elective in the art transfer pattern, as a Fine Arts elective, a Humanities elective, or as an Arts and Sciences elective.