

Spring 2006

- I. Course Name: Computer Publishing**
Course Prefix and Number: ART 116
Credit and Contact Hours: 3 credit hours - 4 contact hours
Catalog Description:

An introduction to the use of computers in creating publications. Topics include the Publishing Industry, Typographical Design, Grids, Layout and Graphic Techniques. Prerequisite: Art 115 or permission of instructor.

II. Course Outcomes and Objectives

The student will become aware of, and skilled in current digital publishing methods, through exposure to creative problem solving techniques. The student will gain basic design and computer skills necessary in the field. While doing so he/she will develop flexibility and personal conceptualization skills in both digital and print mediums.

Student Learning Outcomes:

1. Basic understanding and application of current graphic publishing applications
2. Understand the function of folds and printer templates and marks
3. Basic understanding of file formats
4. Basic knowledge of spot color, full color for print and full color for the web or monitor based publishing.
5. Address intellectual and visual unity in both their own and others work.
6. Demonstrate the use of basic design principles as applied to the integration of type and images.
7. Skill set developed for preparing digital files for pre-press as well as online.

Relationship to Academic Programs and Curriculum:

Computer Publishing allows for a concise understanding of digital publishing process and methods. This preparation serves as a broader foundation for further study or entry into the job market.

College Competencies Addressed in this Course:

Oral Communications	Reading
Mathematics	
Computer Literacy	Professional
Competency Problem Solving	Ethics/Values
Information Resources	

III. Methods of Instruction

Lectures, demos, critiques (group and individual), student projects

Assessment Measures:

The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

Student Activities:

1. Three (3) projects based on current publication trends
2. Several minor assignments (sketchbook) based on enhanced creativity.
3. Completion of 3 portfolio pieces.
4. In class critiques of all projects

IV. General Outline of Topics:

- I. 1- color print publication study
Grid structure
Photography/Illustration/Clipart
File formats/ choices for single color work
Printing, mounting and presentation
Digital delivery of files
- II. 2-color study print publication study
Grid structure
Folds / printers marks
Photography/Illustration/Clipart
File formats/ choices for spot color work
Printing, mounting and presentation
Digital delivery of files
- III. RGB/index color - Digital media publication
Grid structure – understanding computer display space
Production of files for online use
File formats/ choices for display work
Email and digital presentation techniques