

WELCOME TO GDES 212 PUBLICATION DESIGN WITH INDESIGN

THIS IS A SAFE SPACE, A COMMUNITY OF LEARNERS, THIS CLASS BELONGS TO YOU.

In this virtual classroom, a non-judgmental environment, Professor Hubley strives to maximize student engagement and opportunity.

This course is designed to allow every student a voice, to feel heard and respected, to recognize their value as a scholar regardless of background or experience. Your words, your ideas are important.

Montgomery College is a welcoming institution that is proud to represent more than 135 countries, students of all ages and backgrounds. As a community, we are committed to diversity, inclusion, and equity in education. At Montgomery College, we aspire to be **JEDIs** in our treatment of students, committed to:

- » Justice
- » Equity
- » Diversity
- » Inclusion



**DIFFERENCES ARE
CELEBRATED HERE.**

ONLINE FALL 2021 CLASS SCHEDULE

This is an accelerated class, running
Oct 27, 2021–Dec 19, 2021

Lectures are pre-recorded and posted to Blackboard twice per week.

One-on-one Zoom session or logging in during office hours at least once

REQUIRED for all students. Email: Katherine.Hubley@montgomerycollege.edu to schedule individual appointments. Zoom office hours available without an appointment, days/times and Zoom links posted to Blackboard course website.

COURSE MATERIALS

Blackboard Course Website

1. Login to MyMC
2. Select Blackboard
3. Select **GDES212-24074-24075**

Student Work:

www.studydesign.technology

COURSE OBJECTIVE

This course is intended to provide the graphic design student with the tools needed to assemble well-designed publication material. Although the mechanics of the tools will be explored, the emphasis will be on utilizing the tools to a creative end. Students will attain knowledge of the theory and practice of electronic page layout and the operation of Adobe InDesign software. Upon successful completion of the course, the student will be able to utilize the InDesign software package in the creation of effectively designed single and multiple page layouts. 4 semester hours.

COURSE OUTCOMES

- Apply design grids to specific publication needs
- Apply effective multi-page design principles
- Apply master page mods to existing documents
- Apply text and design flow to consecutive pages
- Apply vector & pixel graphics to page design
- Assembly & design flow using paper dummies
- Demonstrate appropriate use of fonts
- Create & employ tint swatches
- Create a variety of document formats
- Create master pages for design consistency
- Demonstrate basic design principles
- Demonstrate document preflight procedures
- Demonstrate grayscale image colorization
- Demonstrate the use of all typographic controls
- Demonstrate the use of links to external graphics
- Describe document exporting procedures
- Describe major type classifications
- Employ soft-proofing methods
- Employ the use of "spot" and "process" colors
- Employ the use of "styles" in type & document format
- Employ the use of basic tools within the application
- Employ the use of gradients to achieve desired effects
- Employ the use of transparency, feathering, & blending
- Evaluate hard copy proofs
- Evaluate the impact of color choices
- Interpret standard proof reader's marks
- Use graphics libraries

STUDENT EVALUATION

Feedback with point values will be provided for each class requirement below.

Instructor: Professor Katherine Hubley (she/her)

E-mail: Katherine.Hubley@montgomerycollege.edu

Phone: 240-270-1932 (Google Voice line for students for calls & text messages.)

| REQUIREMENT | DUE | PTS |
|--|-----------|-----|
| 1. Intro Exercise | 11//03/21 | 50 |
| 2. Newsletter Design | 11/10/21 | 100 |
| 3. Magazine Proposal & Cover/Back Cover | 11/17/21 | 100 |
| 4. Brochure Exercise | 11/24/21 | 50 |
| 5. Table of Contents Exercise | 12/01/21 | 50 |
| 6. Magazine (24 Pages) | 12/08/21 | 100 |
| 7. Mobile App Prototype | 12/15/21 | 100 |
| 8. Participation* | TBD | 50 |

*Participation points are earned through contribution to online class discussions and posts on class work as well as attendance at office hours and/or scheduled individual or group meetings.

Grading Scale:

To calculate your grade, divide your points earned by points possible. Points earned are entered on Blackboard Grade center.

A 90 B 80 C 70 D 60 F 0-59

STUDENT INFORMATION & RESOURCES

Read Additional Syllabus Information:

<https://www.montgomerycollege.edu/admissions-registration/student-resources/syllabus-resource-list.html>

LinkedIn Learning:

<https://www.linkedin.com/learning> (login with your MC Email address for access)

Resilient MC:

<https://www.montgomerycollege.edu/resilient-mc/index.html>

Additional Student Resources:

<https://www.montgomerycollege.edu/coronavirus/students/index.html>

IN NEED OF FINANCIAL ASSISTANCE?

Request Assistance Through CARES Act:

<https://www.montgomerycollege.edu/coronavirus/federal-cares-emergency-assistance-request.html>

MC Foundation:

<https://www.montgomerycollege.edu/alumni-friends-donors/foundation/student-emergency-funding-request.html>

I LOOK FORWARD TO MEETING YOU ONLINE THIS FALL SEMESTER!

CLASS OUTLINE

UNIT 1: Exploring the InDesign Workspace

InDesign page layout basics—tools, panels, zoom, multiple views, setting up documents, using help and key commands. Placing text in InDesign; setting up, creating and saving documents.

UNIT 2: Working with Large Text Blocks: Paragraph and Character Styles; Image Placement

Formatting text and paragraphs, creating and applying Paragraph and Characters styles; Essential typographic principles and best practices for publication design; Font Management. Placing images, working with image frames, resizing images and frames, using fit-to options. Working with the selection and direct selection tools and the image grabber.

UNIT 3: Layout Basics

Graphic design and layout basics, modifying, creating and applying master pages, creating and using a grid via master pages and on individual pages; placing and threading text, creating sections. Best practices for developing documents for multi-format delivery scenarios.

UNIT 4: Color Application & Document Stacking Order

Using color as a design element; Applying fills and strokes, align and distribute, stacking and layering objects.

UNIT 5: Advanced Layout and Work Flow

Best practices for efficient production, working with multiple documents, work groups, critique—giving and receiving feedback. Evaluating and working with image resolution, evaluating the overall image quality for specific publication output. Making image choices and placement choices, creating dynamic layouts with a variety of layout techniques.

UNIT 6: Advanced Layout and Work Flow II

Working with document text-flow within large publications. Applying automatic page numbering.

UNIT 7: Working with Graphics in InDesign

Pen tool, shapes, compound paths, object effects. Updating linked graphics, embedding graphics, links panel, pasting / placing vectors; Creating / placing transparent Photoshop files; text wrap

UNIT 8: Advanced Color; Printing

Working with spot colors, mixed ink and tint swatches. Working with gradients. Preparing documents for print.

UNIT 9: Effects & Transparency

Opacity and feathering, blending modes, placing multiple images

UNIT 10: Tables, Tabs & Data Visualization

Working with tabs, creating and formatting a table, formatting text and placing graphics in a table; discussion on Data Visualization.

UNIT 11: Books, Table of Contents, Indexes

Consistency in formatting, creating a book file, organizing a book file, creating an automated Table of Contents; creating an index.

UNIT 12: Preparing, Packaging & Exporting

Advanced design techniques, pathfinder palette, nested styles, stroke styles, paper dummies; roles in publication design

UNIT 13: Designing for Interactivity

Concepts and theories for designing for interactive and screen-based media

UNIT 14: Interactive PDFs, EPUB, & HTML Export

Creating Interactive PDF files and EPUB exports, Mobile App prototyping; Creating Accessible PDFs

UNIT 15: Evaluation and Discussion of Final Projects

Class Discussion on final projects, resources for further study of Publication Design

Instructor: Professor Katherine Hubley (she/her)

E-mail: Katherine.Hubley@montgomerycollege.edu

Phone: 240-270-1932 (Google Voice line for students for calls & text messages.)