# ITT Technical Institute

# VC220T

# Graphic Design Production Processes

# Onsite Course

# SYLLABUS

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**Credit hours:** 4

**Contact/Instructional hours:** 60 (36 Theory Hours, 24 Lab Hours)

**Prerequisite(s) and/or Corequisite(s):**

Prerequisites: VC130T Digital Type and Image Manipulation

**Course Description:**

This course introduces concepts, applications and projects in page composition, document design and color pre-press. Text processing, typesetting, printing formats, color correction, page layout and pagination are also emphasized. Emphasis is placed on workflow production of documents in print.

# Syllabus: Graphic Design Production Processes

| | |
|---|---|
| Instructor: | _____ |
| Office hours: | _____ |
| Class hours: | _____ |

## Major Instructional Areas

1. Using Adobe InDesign
2. Using Adobe Illustrator
3. Graphic design concepts, including page composition, document design, color correction, and color prepress
4. Text processing, typesetting, and printing formats
5. Basics of vector drawing, painting, and working with objects
6. Workflow production of documents in print
7. Portfolio development

## Course Objectives

1. Publish graphic documents created using a graphic design software application.
2. Create vector graphics in a digital framework using a graphic design software application.
3. Design a variety of media based on recognized industry formats.
4. Apply the concepts of page composition and document design to create documents for print in various industry formats.
5. Apply design concepts for managing type across various industry formats.
6. Apply the concepts of managing the color prepress process across various industry formats.
7. Create a portfolio for various industry formats.

## SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Select the appropriate technology to obtain the desired outcomes.
2. Use computer to process the information.
3. Perform the tasks of acquiring data and evaluating information.
4. Demonstrate competence in understanding systems by knowing how a system's structures relate to goals.
5. Enhance existing digital images by using software applications for a design portfolio.

## Course Outline

Note: All graded activities, except the Project, are listed below in the pattern of <Unit Number>.<Assignment Number>. For example, Lab 1.2 refers to the 2nd lab activity in Unit 1.

| Unit | Activities |
|---|---|
| 1—Introduction to InDesign | • Content Covered:<br>*Adobe InDesign CS5 Tutorial* quick start guide:<br>○ http://www.bgsu.edu/downloads/cio/file85414.pdf<br>(accessed March 15, 2012)<br>•<br>*Adobe® InDesign® CS5 Bible*:<br>○ Chapter 4, "Creating, Opening, and Saving Documents"<br>○ Chapter 12, "Applying Effects to Objects"<br>○ Chapter 14, "Importing Graphics"<br>○ Chapter 15, "Fitting Graphics and Frames Together"<br>• Labs: 1.1-1.2 |
| 2—Fundamentals of InDesign | • Read from *Adobe® InDesign® CS5 Bible*:<br>○ Chapter 5, "Working with Pages"<br>○ Chapter 7, "Creating Layout Standards" pp. 171-192.<br>• Labs: 2.1-2.2 |
| 3—Design with Type—I | • Read from *Designing for Print*: *AN IN-DEPTH GUIDE TO PLANNING, CREATING, AND PRODUCING SUCCESSFUL DESIGN PROJECTS*:<br>○ Chapter 1, "Planning Your Design"<br>○ Chapter 2, "Designing with Type"<br>• Labs: 3.1-3.2 |
| 4—Design with Type—II | • Read from Adobe® InDesign® CS5 Bible:<br>○ Chapter 7, "Creating Layout Standards" pp. 193-206.<br>○ Chapter 19, "Editing, Spell-checking, and Replacing Text"<br>○ Chapter 20, "Specifying Character Attributes"<br>○ Chapter 21, "Specifying Paragraph Attributes"<br>• Analyses: 4.1<br>• Labs: 4.1-4.2<br>• Project 1 |
| 5—Composition of a Document | • Read from *Adobe® InDesign® CS5 Bible*:<br>○ Chapter 17, "Importing Text Files"<br>○ Chapter 18, "Flowing Text through a Document"<br>• Labs: 5.1-5.2 |
| 6—Introduction to Illustrator | • Read from *Illustrator® CS5 Bible*:<br>○ Chapter 2, "Understanding Illustrator's Desktop"<br>○ Chapter 4, "Understanding Drawing and Painting |

| Unit | Activities |
|---|---|
| | Techniques”<br>• Analyses: 6.1<br>• Labs: 6.1-6.2<br>• Project 2 |
| 7—Creative Display Type | • Read from *Illustrator® CS5 Bible*:<br>o Chapter 9, “Working with Type”<br>• Read from *Designing for Print*: *AN IN-DEPTH GUIDE TO PLANNING, CREATING, AND PRODUCING SUCCESSFUL DESIGN PROJECTS*:<br>o Chapter 4, “Advanced Typography”<br>• Labs: 7.1-7.3 |
| 8—Basic Vector Drawing Techniques —I | • Read from *Illustrator® CS5 Bible*:<br>o Chapter 6, “Learning How to Select and Edit”<br>o Chapter 7, “Understanding Color, Gradients, and Mesh”<br>• Analyses: 8.1<br>• Labs: 8.1-8.2<br>• Project 3 |
| 9—Basic Vector Drawing Techniques —II | • Read from *Illustrator® CS5 Bible*:<br>o Chapter 10, “Using Creative Strokes and Fills with Patterns”<br>o Chapter 11, “Applying Transformations and Distortions”<br>o Chapter 12, “Using Path Blends, Compound Paths, and Masks”<br>o Chapter 13, “Using Live Trace”<br>• Labs: 9.1-9.2 |
| 10—Prepress Preparation Processes | • Read from *Designing for Print*: *AN IN-DEPTH GUIDE TO PLANNING, CREATING, AND PRODUCING SUCCESSFUL DESIGN PROJECTS*:<br>o Chapter 7, “Putting It All Together”<br>• Read from *Adobe® InDesign® CS5 Bible*:<br>o Chapter 29, “Preparing for Color Prepress”<br>o Chapter 30, “Preparing for Printing”<br>o Chapter 31, “Printing Documents”<br>o Chapter 32, “Creating Prepress Files”<br>• Analyses: 10.1<br>• Labs: 10.1-10.2<br>• Project 4 |
| 11—Course Review and Course Project | • Course Project |

# Instructional Methods

This course is designed to enhance your software skills and graphic design abilities. In this course, you will explore the processes of planning, designing, and developing various print publications. In addition, you will examine the various tools of InDesign for production of documents in print.

The course includes hands-on training and lecture materials. Some of the techniques used in this course are repeated to reinforce important information. Participation in the class critiques teaches you how to analyze your work and how to give and receive feedback.

You will be encouraged to apply your learning from demonstrations, lectures, and critiques to the projects. To set the context for the course, the first class demonstrates the use of InDesign, which is a graphic software package, for creating documents for print. Subsequent units introduce Illustrator for creating vector graphics to import into digital page layouts.

# Instructional Materials and References

**Student Textbook Package**

- Alspach, Ted. *Illustrator® CS5 Bible*. Indianapolis, IN: Wiley Publishing, Inc., 2010.
- Conover, Charles. *Designing for Print*: *An In-Depth Guide to Planning, Creating, and Producing Successful Design Projects*. 2E. Hoboken, New Jersey: John Wiley & Sons, Inc., 2011.
- Gruman, Galen. *Adobe® InDesign® CS5 Bible*. Indianapolis, Indiana: Wiley Publishing, Inc., 2010.

## References

### ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at http://www.library.itt-tech.edu/ to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click "Books" or use the "Search" function on the home page to find the following books.

NetLibrary


- Brady, Philip. *Using Type Right*: *121 Basic No-nonsense Rules for Working With Type*. Lincolnwood: Ill NTC Contemporary, 1993.
- Sassoon, Rosemary. *Computers and Typography 2*. Bristol, Portland: OR Intellect Books, 2002.


## Other References

The following resources may be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy.

Web sites

- Adobe: This Web site provides software support, tutorials, tips, and user groups for Adobe product users.
  http://www.adobe.com/

- Adobe Illustrator Techniques: This Web site acts as a publication and online community for Illustrator users.
  http://www.illustratortechniques.com/

- Adobe Illustrator Tutorials: This Web site presents a collection of Illustrator tutorials for beginners and advanced designers.
  http://www.smashingmagazine.com/2008/02/05/illustrator-tutorials-best-of/

- AIGA: On this professional association for graphic designers Web site, design professionals exchange ideas and information; participate in critical analyses, research, and advance education; and promote ethical practice.
  http://www.aiga.org/

- Graphic Artists Guild: This Web site is maintained by a national union of illustrators, designers, Web creators, production artists, surface designers, and other creative people. These experts have come together to pursue common goals, share their experiences, raise industry standards, and improve the ability of visual creators to achieve satisfying and rewarding careers.
  http://www.gag.org/

- Illustrator Tutorials: This Web site contains step-by-step Illustrator tutorials with original source-file download facility available. These Illustrator techniques are intended for intermediate users. They require some basic knowledge of Illustrator.
  http://www.ndesign-studio.com/resources/tutorials/

- InDesign Central: This Web site provides advice and expertise on desktop publishing software such as InDesign.
  http://www.indesigncentral.com/

- Typographic Design: This Web site provides professionals, teachers, and students resources on typography.
  http://www.typographicdesign4e.com/

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

# Course Evaluation and Grading

### Evaluation Criteria Table

The final grades will be based on the following categories:

| CATEGORY | WEIGHT |
|---|---|
| Labs | 25% |
| Analyses | 10% |
| Project 1 | 10% |
| Project 2 | 10% |
| Project 3 | 10% |
| Project 4 | 10% |
| Course Project | 25% |
| **Total** | **100%** |

Note: Students are responsible for abiding by the Plagiarism Policy.

**Grade Conversion Table**

The final grades will be calculated from the percentages earned in the course, as follows:

| | | |
|---|---|---|
| A | 90–100% | 4.0 |
| B+ | 85–89% | 3.5 |
| B | 80–84% | 3.0 |
| C+ | 75–79% | 2.5 |
| C | 70–74% | 2.0 |
| D+ | 65–69% | 1.5 |
| D | 60–64% | 1.0 |
| F | <60% | 0.0 |

*(End of Syllabus)*