

Pellissippi State Community College
Master Syllabus

INDESIGN FOR WEB & PRINT
DWP 2400

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Revised: Fall 2017

Catalog Course Description

A study of electronic publishing (print and online) including the integration of text and graphics. A functional lab will be included as a component of the course.

Prerequisite(s)

None

Textbooks(s) and Other Course Materials

Adobe InDesign CC Digital Classroom. Christopher Smith and the AGI Creative Team.
ISBN: 9781118639641

Recommended Materials: 2– 2GB or larger USB drives

Week/Unit/Topic Basis

Week Topic

- 1 Introduction to InDesign CC tools and menu
- 2 Introduction to workspace, setting rulers and measurements, working with panels, creating new documents for print
- 3 Creating and applying master pages, adding page numbering, and understanding text frames. In class exercise; modifying text/scanning images/formatting—project #1
- 4 Using the Story Editor, putting text on path, setting text insets and vertical justification. Using text wrap panel. Project #1 critiques
- 5 Importing graphics, using the Link panel, editing graphics in their original application. Working with image frames, and taking advantage of transparency and clipping paths—Project #2
- 6 Formatting objects, colorizing images, copying formatting using Eyedropper tool
- 7 Finding and changing objects formats, transforming objects, managing objects using layers, nesting objects and using filters to create special effects—Project #3
- 8 Midterm Review/Exam; project #3
- 9 Formatting character and paragraphs, spanning a paragraph across multiple columns, using Typekit, and creating and applying global styles to paragraph and character.
- 10 Creating color swatches (for print and web). Working with Spot and CMYK color—Project #4
- 11 Creating table, formatting table, applying table styles, and packaging

- documents using Preflight panel.
- 12 Transforming print documents into interactive PDF using InDesign CC for online presentation.
- 13 Adding buttons, interactive forms, audio and video – Project #5 (Online portfolio)
- 14 Using interactive tools, working with hyperlink, adding bookmarks and preparing documents for interactive PDF files.
- 15 Final Exam—Online Portfolio

Course Goals

NOTE: Roman numerals after Course Goals reference the goals of the Media Technologies program.

The course will

- A. Guide students in publishing work in print as well as online, using InDesign capability for both media. (I, II, III, IV)
- B. Guide students to develop skills necessary to manage print as well as online documents. (I, II, IV VI)
- C. Guide students in how to use spot, CMYK, and RGB colors based on different media. (I, II, III, IV)
- D. Guide students to demonstrate design and layout skills in both print and web presentation. (I, II, VI)

Expected Student Learning Outcomes

NOTE: Capital letters after Expected Student Learning Outcomes reference the Course Goals listed above.

The student will

- 1. Demonstrate how to set up documents for print and online view. (A, B, C, D)
- 2. Apply Master pages, paragraph, and character style to work efficiently in InDesign. (A, B, D)
- 3. Create appropriate color settings for print as well as online. (A, B, C, D)
- 4. Create tables and apply styles to customize tables for long documents. Use a table of contents to index the document for online preview. (A, B, C, D)
- 5. Employ interactive tools with new set of workspaces to apply new features to existing documents. (A, B, C, D)
- 6. Perform all technical aspects of designing, planning, selecting, editing, and preparing work for preflight. (A, B, C, D)
- 7. Contribute to class discussion and project critiques and use the appropriate terminology. (B)
- 8. Prepare an online portfolio using skills learned in the course. (A, B, C, D)

Evaluation

Testing Procedures:

N/A.

Laboratory Expectations:

N/A

Field Work:

N/A

Other Evaluation Methods: 100% of grade

The course grade will be based on the following criteria:

Layout design (using InDesign, Adobe Photoshop, and Adobe Illustrator to achieve the desired layout)

Implementation of paragraph, character, and object style

Adding interactivity such as buttons, hyperlinks, and videos to PDF files

Creating well-organized and well-designed documents for print and online presentation

Grading Scale:

A	90-100
B+	86-89
B	80-85
C+	76-79
C	70-75
D	60-69
F	0-59

Policies

Attendance Policy

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.

- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. [Disability Services](#) (<http://www.pstcc.edu/sswd/>) may be contacted via [Disability Services email](#) or by visiting Alexander 130.

Other Policies

Communications:

1. All communications among students and faculty will be professional, will use professional language.
2. Use the e-mail address that appears on the syllabus to communicate with the instructor. Telephone calls will be answered during office hours.

Completion:

All assignments, exams and projects must be completed in the specified form as outlined and must be submitted by the deadlines posted in the assignment schedule.

Facilities: Students must have a valid Pellissippi ID to be presented on demand to gain access to Pellissippi facilities.