

# COM 459 COURSE OUTLINE

## Course Overview

Electronic Publishing and Design is divided into three major sections. These are Page Layout using Adobe InDesign for laying out pages, Image Editing using Adobe PhotoShop for editing digital photographs and Adobe Illustrator for drawing digital illustrations/drawing.

## Course Objectives

- 1 Gain working knowledge of the use of computers and gain competence to typeset copy, lay it out with graphics in a composition for subsequent printing.
- 2 Demonstrate the basic principle of page design by working on brochure, newsletters, posters, cards and other formats.
- 3 Demonstrate an understanding of image editing and illustration using the appropriate software

## Page Layout

You will learn to write, assemble and design page elements and output their work on a high quality printer like the laser printer for publication or website distribution. The areas covered are:

<b>Week 1</b>	<b>Principles of design</b> <i>Unity, Variety, Balance, Rhythm Harmony, Proportion, Scale &amp; Emphasis, Movement, Pattern, Repetition</i>
<b>Week 2</b>	<b>Adobe Creative Suite &amp; Typography</b> Text in a publication needs to be fine tuned before it is output to the printer. Some of the techniques of fine tuning are covered. These are: <i>Kerning, Tracking, Leading &amp; Indents &amp; tabs</i>
<b>Week 3</b>	<b>Style Sheets</b> Students learn how to create new style sheet and apply the style for a particular publication to maintain consistency from one edition to the other. Here they learn how to specify fonts, size, type style, position, case and leading. They also learn paragraph specification like changing indents, alignments, and spacing options to keep lines together. All these are tailored for appropriate style element of a publication eg: <i>Headline, subhead1, subhead2, subhead 3, body text, hanging indent and captions</i>
<b>Week 4</b>	<b>Master pages</b> They learn how to apply consistent design thought a publication by use of master pages. Elements like headers, footers, column guides and page numbering are explored  <b>Special Effects</b> Initial caps and drop caps are explored

<b>Page Layout (cont.)</b>	
<b>Week 4</b> <i>(cont.)</i>	<b>Text flow and text wrap</b> Manual text flow, semi automatic and automatic text flow are used to place text on a page. Text is also used to wrap around graphics using different methods.
<b>Week 5</b>	CAT on Page layout - 10%

<b>Image Editing</b>	
	You will learn how to digitize images into the computer either by flatbed scanners or digital cameras. You also edit them in Adobe PhotoShop to get the right impression for export, mostly into page layout programs. Unlimited options and effects are possible, with ones imagination being the limiting factor.
<b>Week 6</b>	<i>Working with selection tools and selections</i>
<b>Week 7</b>	<ul style="list-style-type: none"> <li>• Working with painting and drawing tools</li> <li>• Adjusting colour, i.e. hue, saturation, intensity, brightness, contrast</li> </ul>
<b>Week 8</b>	Working with layers
<b>Week 9</b>	<ul style="list-style-type: none"> <li>• Working with text and text effects</li> <li>• Photo repair and special effects</li> </ul>
<b>Week 10</b>	CAT on image editing - 10%

<b>Illustration</b>	
	There are times when a photograph is not subjective enough to tell the whole story. Some concepts might be better illustrated by charts, graphs, illustrations or logo. For this to be accomplished, the student needs to know how to use Adobe Illustrator with its arsenal of tools for illustrative design. Areas to cover are:
<b>Week 11</b>	Drawing primitive objects, Coloring objects, working with selections
<b>Week 12</b>	Drawing and editing Bezier paths
<b>Week 13</b>	Working with fills and strokes
<b>Week 14</b>	Transforming objects, working with text
<b>Week 15</b>	CAT on image editing - 10%
<b>Week 16</b>	Project 70%
	<b>Recommended Books</b> Design with Adobe Creative Cloud Classroom in a Book: Basic Projects using Photoshop, InDesign, Muse, and More (2014) by Adobe Creative Team  Adobe InDesign CC Classroom in a Book (Classroom in a Book (Adobe)) (2013) by Adobe Creative Team  Adobe Photoshop CC Classroom in a Book (2014 release) (Newest Edition) 2014. by Andrew Faulkner and Brie Gyncild  <b>Useful website:</b> <a href="http://www.adobe.com/products/creativecloud/design.html">http://www.adobe.com/products/creativecloud/design.html</a>