Douglas College

# EFFECTIVE: JANUARY 2004
# CURRICULUM GUIDELINES

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|---|---|---|---|---|---|---|---|
| A. | **Division:** | **Instructional** | Effective Date: | | January 2004 | | |
| B. | **Department / Program Area:** | **Language, Literature and Performing Arts / PRINT FUTURES** | Revision | X | New Course | | |
| | | | If Revision, Section(s) Revised: | | F, G, J, M to R | | |
| | | | Date of Previous Revision: | | November 1997 | | |
| | | | Date of Current Revision: | | March 3, 2003 | | |

**C: PRFU 350** **D: Document Design and Production I** **E: 3**

| Subject & Course No. | Descriptive Title | Semester Credits |
|---|---|---|

**F: Calendar Description:** This course introduces the basic principles of two-dimensional design, including balance and visual dynamics, layout, publication design, and typography. Students will develop skill with an industry-standard page-layout software program and familiarity with both raster and vector drawing applications. They will apply these skills in producing small documents.

**G: Allocation of Contact Hours to Type of Instruction / Learning Settings**

Primary Methods of Instructional Delivery and/or Learning Settings:
Lecture
Laboratory

Number of Contact Hours (per week / semester for each descriptor):
2 hours lecture per week
2 hours laboratory per week

Number of Weeks per Semester: 15 weeks

**H: Course Prerequisites:**
Acceptance into program or permission of the coordinator

**I: Course Corequisites:**
None

**J: Course for which this Course is a Prerequisite:**
PRFU 340, PRFU 450

**K: Maximum Class Size:**
30

**L:** PLEASE INDICATE:

| | | | | |
|---|---|---|---|---|
| | Non-Credit | | | |
| | College Credit Non-Transfer | | | |
| X | College Credit Transfer: | Requested | Granted | X |

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

**M: Course Objectives / Learning Outcomes**

Students will understand the basic principles of two-dimensional design. They will develop skill with an industry-standard page-layout software program and familiarity with both raster and vector drawing applications. They will work with material supplied by the instructor to produce small documents.

**N: Course Content**

**1. Document Design**

Successful students will:

a) produce a variety of simple one- and two-colour projects, including stationery, invitations, and specialized form letters, using industry-standard software programs
b) learn basic print design theory, including page structure, column formatting, typeface relationships, and the use of white space and colour (process and spot), and become familiar with common design errors
c) become familiar with print terminology
d) become familiar with traditional assembly procedures

**2. Hardware and Software**

Successful students will:

a) examine and use the various hardware configurations necessary to operate a desktop publishing service effectively (including computers, monitors, printers, scanners)
b) examine and use the file-management software necessary to transfer files, copy disks and convert text for word-processing and page-layout purposes
c) examine and use page-layout and image-manipulation software for use in preparing published documents

**3. Page Makeup**

Successful students will:

a) prepare text in a word-processing program for import into page-makeup software
b) examine basic structure of page-makeup software, including
- opening, closing and saving documents
- using the mouse
- using the toolbox
- importing and flowing text files
- manipulating text

c) examine techniques for producing a simple publication in page-makeup software, including
- establishing style palettes
- using templates
- using menus
- designing master pages
- creating vertical and horizontal alignment of text
- using box, line draw, and fill functions
- creating headlines, subheads, and captions
- creating screens
- rotating text
- printing landscape and portrait documents
- using scalable fonts
- importing and sizing graphic images
- scanning, importing, and sizing photos and drawings

- creating drop caps
- placing pull quotes
- determining justified and unjustified text spacing
- kerning
- using non-standard leading
- spacing headlines
- wrapping text around even and uneven shapes

**O: Methods of Instruction**

The course will use a combination of lecture, discussion, and hands-on experience. In preparing documents, students will work with materials provided by the instructor and with other material at the discretion of the instructor.

**P: Textbooks and Materials to be Purchased by Students**

Texts may include:
*Against the Clock: QuarkXPress*. Prentice Hall, 1998.

Software may include:
QuarkXPress
Adobe Photoshop
Adobe Freehand

**Q: Means of Assessment**

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

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|---|---|
| Assignments (2 to 4) | 45% |
| Lab exercises (3 to 5) | 20% |
| Midterm exam | 25% |
| Professionalism (as defined) | 10% |
| | 100% |

**R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR**

Yes.

Course Designer(s) Education Council / Curriculum Committee Representative

Dean / Director Registrar