

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Effective Semester / Session:** Fall 2010

**Type of Action:**

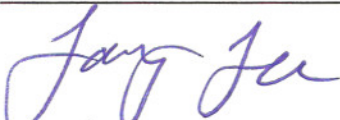
- ☒ New
- ☐ Modification
- ☐ Move to Inactive (Stop Out)
- ☐ Cancellation

**Course Alpha and Number:** CS 160

**Course Title:** Desktop Publishing

**Reason for initiating, revising, or canceling:**

This course was created to provide a useful, computer skills-based media design course to meet workforce needs and community demand, to provide an additional computer elective course for the A.A.S. degree in Business Administration with an emphasis in Business Management, and to provide an additional program requirement course for the A.A.S. degree in Business Administration with an emphasis in Computer Applications, and an elective for programs with unrestricted electives.

  
Larry Lee

Proposer

Date

  
Dr. John Griffin

7/14/10

Department Chair

Date

  
Dean of Academic Programs and Services

7.14.10

Date

# Northern Marianas College

## Course Guide

Course: CS 160 Desktop Publishing

**1. Department:** Business

**2. Purpose**

This course is designed to allow students to develop proficiency in using specialized desktop publishing software to create a variety of printed publications. Students will learn and apply professional graphic design principles in the creative design and layout of high quality printed materials, including integration of text, photographs and graphics for business related tasks. The course covers proper use of sophisticated hardware and the Adobe CS4 (Creative Suite 4) applications Illustrator, Photoshop, and InDesign. Students will incorporate the process of analyzing information, purpose and audience in selecting and creating the appropriate visual signals to communicate desired messages effectively. Students will also learn the basics of digital photography and image retouching.

**3. Description**

**A. Required/Recommended Textbook(s) and Related Materials**

Required: Skintik, Catherine. *Learning Media Design with Adobe CS4*. Upper Saddle River, NJ: Pearson, 2009.  
Readability level: Grade 10

**B. Contact Hours**

**Lecture:** 3 hours per week / 45 per semester

**C. Credits**

**1. Number:** 3

**2. Type:** Regular Degree Credits

**D. Catalogue Course Description**

This course is designed to allow students to develop proficiency in using specialized desktop publishing software to create a variety of printed publications. Students learn and apply professional graphic design principles in the creative design and layout of high quality printed materials, including integration of text, photographs and graphics for business related tasks. The course covers proper use of sophisticated hardware and the Adobe CS4 (Creative Suite 4) applications Illustrator, Photoshop, and InDesign. Students incorporate the process of analyzing information, purpose and audience in selecting and creating the appropriate visual signals to communicate desired messages effectively. Students also learn

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the basics of digital photography and image retouching. Prerequisite: CS 103. English Placement Level: EN 101. Math Placement Level: None.

## **E. Degree or Certificate Requirements Met by Course**

This course is a program elective for the A.A.S. degree in Business Administration with an emphasis in Business Management, and a program requirement for the A.A.S. degree in Business Administration with an emphasis in Computer Applications and an elective for programs with unrestricted electives.

## **F. Course Activities and Design**

This course consists of class lectures, in-class demonstrations and hands-on exercises, homework assignments, projects, and exams.

## **4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)**

Prerequisite: CS 103

English Placement Level: EN 101

Math Placement Level: None

## **5. Estimated Cost of Course; Instructional Resources Needed**

Cost to the Student: Tuition for a three-credit course, cost of textbook, cost of USB flash drive, and the student activities fee.

Cost to the College: Instructor's salary.

Instructional resources needed for this course include instructor's computer system and software, printer, computer projector and projection screen, flash drive, whiteboard, whiteboard markers, photocopied handouts, and appropriate reference materials.

## **6. Method of Evaluation**

Student grades will be based on a letter grade system as described below:

- A: Excellent – grade points: 4.0
- B: Above average – grade points: 3.0
- C: Average – grade points: 2.0
- D: Below average – grade points: 1.0
- F: Failure – grade points: 0.0

NMC's grading and attendance policies will be followed.



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### 7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Introduction to Desktop Publishing (DTP)
  - 1.1 History of DTP
  - 1.2 Terms and definitions
  - 1.3 DTP hardware and software
  - 1.4 Ethics and copyright
  - 1.5 General rules and guidelines
  - 1.6 The DTP process and tasks
  - 1.7 Digital prepress vs. traditional prepress
- 2.0 The Modern Graphic Communication Process
  - 2.1 Analyzing purpose and audience
  - 2.2 Common communication barriers
  - 2.3 Developing effective messages
- 3.0 Graphic Design Basics
  - 3.1 Definition
  - 3.2 Graphic design process
  - 3.3 Elements of design
  - 3.4 Principles of design
  - 3.5 Composition and page layout
  - 3.6 Typography
  - 3.7 Color management
  - 3.8 Selecting artwork and images
  - 3.9 Graphics file formats
  - 3.10 Print specifications
- 4.0 Adobe CS4 Basics
  - 4.1 The Creative Suite applications
  - 4.2 The Adobe design interface
  - 4.3 Using menus
  - 4.4 File formats
  - 4.5 Preferences
  - 4.6 Using Adobe Bridge

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- 5.0 Adobe Illustrator
  - 5.1 Introduction to Illustrator
  - 5.2 Tools
  - 5.3 Basic drawing techniques
  - 5.4 Using the color panel
  - 5.5 Grouping and ungrouping objects
  - 5.6 Resizing, reshaping, and rotating objects
  - 5.7 Paths and layers
  - 5.8 Colors, effects, and styles
  
- 6.0 Adobe Photoshop
  - 6.1 Introduction to Photoshop
  - 6.2 Tools
  - 6.3 Layers and selecting
  - 6.4 Correcting and modifying images
  - 6.5 Paths, layers, and filters
  - 6.6 Color management
  - 6.7 Using a scanner
  
- 7.0 Adobe InDesign
  - 7.1 Introduction to InDesign
  - 7.2 Tools
  - 7.3 Text and graphics frames
  - 7.4 Pages panel and master pages
  - 7.5 Layers
  - 7.6 Objects, colors and masters
  - 7.7 Type and styles
  - 7.8 Tables and graphics
  - 7.9 Assembling and printing publications
  
- 8.0 Digital Photography
  - 8.1 Equipment basics
  - 8.2 Camera features and settings
  - 8.3 Image file formats
  - 8.4 Photo composition
  - 8.5 Lighting basics
  - 8.6 Downloading, printing, and sharing photos

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## Course Guide

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### 8. Instructional Goals

This course will introduce students to:

- 1.0 Desktop publishing terminology, processes, and tasks;
- 2.0 The proficient and ethical use of applicable computer hardware, software, and intellectual property appropriate to desktop publishing;
- 3.0 The basic elements and principles of modern graphic design;
- 4.0 The features and tasks used in importing, manipulating, editing, and exporting a variety of graphic images;
- 5.0 The three Adobe CS4 applications--Illustrator, Photoshop, and InDesign--in creating a variety of printed projects; and
- 6.0 Digital photography equipment basics, camera features, image file formats, photo composition, and lighting basics.

### 9. Student Learning Objectives

Upon successful completion of this course, students will be able to:

- 1.0 Define terms used in desktop publishing and the DTP processes and tasks;
- 2.0 Demonstrate the proficient and ethical use of applicable computer hardware, software, and intellectual property appropriate to desktop publishing;
- 3.0 Describe the basic elements and principles of modern graphic design;
- 4.0 Import, manipulate, edit, and export a variety of graphic images;
- 5.0 Demonstrate proficient use of the three Adobe CS4 applications--Illustrator, Photoshop, and InDesign--in creating a variety of printed projects (logo, business card, flyer, brochure, print ad, and newsletter); and
- 6.0 Describe digital photography equipment basics, camera features, image file formats, photo composition, and lighting basics.

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## 10. Assessment Measures

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Class attendance and participation;
- 2.0 Homework assignments;
- 3.0 In class exercises;
- 4.0 Quizzes and examinations;
- 5.0 Projects; and
- 6.0 A comprehensive portfolio.