Course Information

Division: Fine Arts
Course Number: ART 188
Title: Digital Publishing
Credits: 3
Developed by: Tom Cicchelli/Revised by Jeff Henley
Lecture/Lab Ratio: 1 Lecture/4 Lab
Transfer Status:

<table>
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<tr>
<th></th>
<th>ASU</th>
<th>NAU</th>
<th>UA</th>
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<td></td>
<td>ART Dept Elective, GIT Dept Elective</td>
<td>Elective Credit</td>
<td>ART Departmental Elective</td>
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Activity Course: No
CIP Code: 50.0400
Assessment Mode: Portfolio
Semester Taught: Spring
GE Category: None
Separate Lab: No
Awareness Course: No
Intensive Writing Course: No

Prerequisites
None

Educational Value
Essential to the art student wanting to learn about Graphic Arts. Techniques also pertinent to computer students, business students, and others contemplating fields where they will be expected to create well designed, professional quality documents.

Description
An introduction to electronic or "desktop" publishing on the Macintosh computer. Topics will include the development of text and graphics and the use of the page layout program Adobe InDesign, to create a variety of documents for publication.

Supplies
Flash drive or other digital storage medium
Competencies and Performance Standards

1. Discuss design elements in desktop publishing documents.

   **Learning objectives**
   What you will learn as you master the competency:
   a. Define desktop publishing.
   b. Plan design of document.
   c. Apply desktop publishing guidelines.
   d. Evaluate desktop publishing documents.

   **Performance Standards**
   You will demonstrate your competence:
   - in completion of instructor assigned exercises
   - in completion of terminology tests
   Your performance will be successful when:
   - learner defines desktop publishing
   - learner plans the design of document
   - learner applies desktop publishing guidelines
   - learner evaluates desktop publishing documents

2. Describe typeface.

   **Learning objectives**
   What you will learn as you master the competency:
   a. Discuss typeface styles.
   b. Explain baseline, cap height, x-height, ascender, descender, monospace, proportional, serif, sans serif, legible.
   c. Use different type styles.

   **Performance Standards**
   You will demonstrate your competence:
   - in completion of instructor assigned exercises
   - in completion of terminology tests
   Your performance will be successful when:
   - learner discuss typeface styles
   - learner explains baseline, cap height, x-height, ascender, descender, monospace, proportional, serif, sans serif, legible
   - learner uses different type styles

3. Use page layout software.

   **Learning objectives**
   What you will learn as you master the competency:
   a. Use Adobe InDesign.

   **Performance Standards**
   You will demonstrate your competence:
   - in completion of instructor assigned exercises
in completion of performance assessment tests

Your performance will be successful when:

- learner uses Adobe InDesign

**Types of Instruction**

Classroom Presentation

Classroom Participation

**Grading Information**

**Grading Rationale**

Portfolio evaluation

Student may choose to receive a grade or a pass/fail

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
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<td>100-90%</td>
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<td>B</td>
<td>89-80%</td>
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<td>C</td>
<td>79-70%</td>
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<td>D</td>
<td>69-60%</td>
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**Pass/Fail Grading Scale**

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<td>P</td>
<td>70 – 100%</td>
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