

# DART-150: DIGITAL LAYOUT AND PUBLICATION

---

## Effective Term

Fall 2025

## CC Approval

01/21/2025

## AS Approval

02/13/2025

## BOT Approval

02/20/2025

## COCI Approval

05/02/2025

## SECTION A - Course Data Elements

### CB04 Credit Status

Credit - Degree Applicable

### Discipline

| Minimum Qualifications                                                     | And/Or |
|----------------------------------------------------------------------------|--------|
| Art (Master's Degree)                                                      | Or     |
| Commercial Art (Any Degree and Professional Experience)                    | Or     |
| Graphic Arts (Desktop publishing) (Any Degree and Professional Experience) |        |

### Subject Code

DART - Digital Art

### Course Number

150

### Department

Digital Art (DART)

### Division

Arts and Humanities (ARAH)

### Full Course Title

Digital Layout and Publication

### Short Title

Digital Layout and Publication

### CB03 TOP Code

1030.00 - \*Graphic Art and Design

### CB08 Basic Skills Status

NBS - Not Basic Skills

### CB09 SAM Code

D - Possibly Occupational

### Rationale

Round out course offerings for graphic design students. This course will better prepare students for transfer and career, as well as allow the program to offer a certificate in Graphic Design for working professionals in the community.

## SECTION B - Course Description

### Catalog Course Description

This course focuses on layout and composition for digital publications; print and e-publications. Students will develop effective visual communication skills to create multi-page publications. Course content includes type, layout, hierarchy, alignment, repetition, printing processes and digital output.

## SECTION C - Conditions on Enrollment

### Open Entry/Open Exit

No

### Repeatability

Not Repeatable

### Grading Options

Letter Grade or Pass/No Pass

### Allow Audit

Yes

## Requisites

### Advisory Prerequisite(s)

Completion of DART-101 or DART-120 with a minimum grade of C.

## SECTION D - Course Standards

### Is this course variable unit?

No

### Units

3.00000

### Lecture Hours

36

### Lab Hours

54

### Outside of Class Hours

72

### Total Contact Hours

90

### Total Student Hours

162

## Distance Education Approval

### Is this course offered through Distance Education?

Yes

### Online Delivery Methods

| DE Modalities   | Permanent or Emergency Only? |
|-----------------|------------------------------|
| Entirely Online | Permanent                    |

## SECTION E - Course Content

### Student Learning Outcomes

| Upon satisfactory completion of the course, students will be able to: |                                                                                                                                                                                    |
|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.                                                                    | Critique, analyze, and evaluate professional and student designs that build on historic, cultural, and contemporary design practices and processes.                                |
| 2.                                                                    | Synthesize basic elements of typography and the correct use of type for headlines and body copy; and integrate text and graphics into the layout and composition for publications. |
| 3.                                                                    | Produce final publication piece ready for digital and print outputs.                                                                                                               |

### Course Objectives

| Upon satisfactory completion of the course, students will be able to: |                                                                                                                                                                              |
|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.                                                                    | Critique, analyze, and evaluate work and receive criticism from others both in writing and orally.                                                                           |
| 2.                                                                    | Demonstrate the correct usage of industry standard software such as document set-up and organization, tools, and properties in the creation of documents and screen layouts. |
| 3.                                                                    | Identify basic elements of typography and the correct use of type for headlines and body copy for print and screen.                                                          |
| 4.                                                                    | Prepare publication for digital and print output including understanding paper, ink, and color output.                                                                       |

### Course Content

- Professional production and presentation/output of publications
- Applying elements and principles of Art specific to Graphic Design such as hierarchy, the grid, golden ratio, juxtaposition, type and imagery, alignment, repetition
- Documents - basics of columns, margins, gutters, bleeds,
- Typography - history, use, current trends, fonts, with imagery, styles, in layout, terminology
- Class and group critiques of in-process and completed work
- Graphic Design professions and topics on multi-page publications such as books, magazines, annual reports, newsletters, pamphlets, calendars, brochures, menus
- Graphic Design history and contemporary design across cultures
- Assess and critique designs in group, individual, class contexts using relevant critique formats, concepts, and terminology

## Methods of Instruction

### Methods of Instruction

| Types    | Examples of learning activities                                                                                                                                                                                                                                                                     |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lecture  | Image and video-enhanced lectures covering core concepts, terminology, and historical development of typographic principles followed by all-class or small-group discussions on the same topics.                                                                                                    |
| Lab      | Instructor-guided lab / studio time to apply concepts and skills to course content through guided typography exercises involving tutorials, hierarchy, grid theory. Lab time will include both one-on-one and all-group instruction.                                                                |
| Critique | Oral or written group critiques analyzing finished examples of student work related to specific course assignments. Peer critiques reinforcing students' capacity to think critically about course assignments and enhance their ability to explain the results of this analysis to other students. |

### Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards  
 Chat Rooms  
 Discussion Boards  
 E-mail Communication  
 Telephone Conversations  
 Video or Teleconferencing

### Student-Initiated Online Contact Types

Chat Rooms  
 Discussions  
 Group Work

**Course design is accessible**

Yes

**Methods of Evaluation****Methods of Evaluation**

| Types      | Examples of classroom assessments                                                                                                                                                                                                  |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Portfolios | Portfolios will be assessed based on successful completion of each major assignment. The particular parameters of each assignment will be applied in the assessment. Portfolios can be part of career preparation and development. |
| Projects   | Student created mock ups of a multipage documents that reflect various layout and compositional styles will be evaluated, critiqued and ultimately improved.                                                                       |
| Quizzes    | Students take a quiz on file organization, document set-up, and various software tools after watching tutorials on these topics                                                                                                    |

**Assignments****Reading Assignments**

Read assignments from assigned textbook in preparation for hands-on demonstration/tutorials by instructor.

for example:

1. Complete the assigned reading about typography and the influence typography plays in design and viewer interface.
2. Develop design themes for a publication based on library and internet research focusing on content, art historical content.

**Writing Assignments**

Students write a "case study" critique highlighting their process, research, designs and final outcome.

for example:

1. Submit a written "process" critique including a self evaluation of your finished design work.

**Other Assignments**

Various assignments that address the student outcomes and objectives for the course.

for example:

1. Students create a print and online menu with proper margin and column formatting, linked text boxes, and supportive imagery appropriate for print or online. Students consider accessibility, target audience, color, typography.

**SECTION F - Textbooks and Instructional Materials****Material Type**

Textbook

**Author**

Kelly Anton, Tina DeJarld

**Title**

Adobe InDesign Classroom in a Book 2024 Release

**Edition/Version**

1st

**Publisher**

Adobe Press

**Year**

2023

**ISBN #**

0138263914

**Material Type**

Other required materials/supplies

**Description**

Sketchbook, pencils, markers, non-photo blue pencil, other materials as assigned by instructor

---

**Course Codes (Admin Only)****CB00 State ID**

CCC000652259

**CB10 Cooperative Work Experience Status**

N - Is Not Part of a Cooperative Work Experience Education Program

**CB11 Course Classification Status**

Y - Credit Course

**CB13 Special Class Status**

N - The Course is Not an Approved Special Class

**CB23 Funding Agency Category**

Y - Not Applicable (Funding Not Used)

**CB24 Program Course Status**

Program Applicable

**Allow Pass/No Pass**

Yes

**Only Pass/No Pass**

No