

**Bossier Parish Community College
Master Syllabus**

Course Prefix and Number: COMM 223 **Credit Hours:** 3

Course Title: Publication Design

Course Prerequisites: COMM 218

Textbook: Poulin, Richard. *Design School: Type – A Practical Guide for Students and Designers*. 2017 Edition.

and

Poulin, Richard. *Design School: Layout – A Practical Guide for Students and Designers*. 2018 Edition.

and

Botello, Chris. *Adobe InDesign CC Revealed*. 1st Edition.

Course Description: Students will explore the attributes of type and digitally create various layouts for print and digital publication with the goal of understanding and perfecting their visual communication skills.

Learning Outcomes:

At the end of this course, the student will

- A. describe and manipulate the elements and attributes of type;
- B. use the computer to layout documents for various objectives and functions; and
- C. prepare documents for digital and print publication.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. analyze existing typefaces. (A)
- 2. modify the attributes of type within a layout. (A)
- 3. analyze and apply existing layout strategies and grid systems. (B)
- 4. create custom layouts in InDesign. (B)
- 5. set up documents for printing using industry standards. (C)
- 6. digitally export documents for devices. (C)

Course Requirements: This course requires attendance, class participation, assignments, exams and projects as determined by instructor.

Course Grading Scale:

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|----------|---|
| 90 – 100 | A |
| 80 – 89 | B |
| 70 – 79 | C |
| 60 – 69 | D |
| 0 – 59 | F |

Course Fees: \$45.00

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Nondiscrimination Statement

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