

**Bossier Parish Community College**  
**Master Syllabus**

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

**Course Title:** Publication Design

**Course Prerequisites:** COMM 216 or 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*. 1<sup>st</sup> 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:**

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

**Course Fees:** \$70.00

## **Nondiscrimination Statement**

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