

## Bossier Parish Community College Master Syllabus

<b>Course Prefix and Number:</b>	COMM 223	<b>Credit Hours:</b> 3
<b>Course Title:</b>	Publication Design	
<b>Course Prerequisites:</b>	COMM 218 or Permission of Instructor	
<b>Textbook:</b>	Cullen, Kristin. <i>Layout Workbook: A Real-World Guide to Building Pages in Graphic Design</i> . 2007 Edition.  and  Botello, Chris. <i>Adobe InDesign CC Revealed</i> . 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.

<b>Course Grading Scale:</b>	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**

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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