Course Outline for GDDM 67

INDESIGN II

Effective: Fall 2018

I. CATALOG DESCRIPTION:
   GDDM 67 — INDESIGN II — 3.00 units

   Students will learn to use InDesign to create press-ready layouts using industry standard techniques and best practices. Students create materials suitable for print-on-demand and traditional publishing, e-books, and digital publishing. Students will also learn to create interactive PDFs and fixed-layout EPUBs (PDFs, fixed-layout EPUBs) with slideshows, buttons, and videos.

   1.50 Units Lecture 1.50 Units Lab

   Prerequisite
   GDDM 64 - InDesign I
   with a minimum grade of C

   Grading Methods:
   Letter or P/NP

   Discipline:
   • Graphic Arts

	MIN
Lecture Hours:	27.00
Expected Outside of Class Hours:	54.00
Lab Hours:	81.00
Total Hours:	162.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:
Before entering the course a student should be able to:

   A. GDDM64
      1. Create and modifying single and multiple page documents in differentformats, such as brochures, newspapers, and books.
      2. Setup documents to effectively place, format, and edit text within various page layouts.
      3. Setup documents to effectively place and format images within various page layouts.
      4. Combine the use of text and images together in a single layout and preparethe document for output.

IV. MEASURABLE OBJECTIVES:
Upon completion of this course, the student should be able to:

   A. Identify and research a project idea that is suitable for developing into a long form publication
   B. Propose a project and develop content in the chosen format for publication
   C. Work with a commercial printer (either local or online) to produce the physical piece, and have it printed on press (either offset or digital), which includes the ability to communicate their project needs with printers to figure out paper types, page count, dimensions, finishing services, and to stay within budget
   D. Create "rich media" documents for multi-platform publishing environment in a variety of digital formats that include interactive PDF, epub, or digital publishing, as well as traditional printing methods, depending on the project

V. CONTENT:
   A. The Printed Book
      1. Book anatomy and Structure
      2. Commercial printing considerations
      3. Commercial printing services, print-on-demand services
      4. Long Document Layout features
      5. Section Markers
      6. Table of contents
      7. Cross References and Indexes
      8. Smart Text Reflow

9. Bullets and Numbering Tabs, Tables, and Columns
10. Text Variables, Conditional Text
11. Advanced Style Sheets: GREP Styles, Nested Styles, Object Styles
B. Printing and Finishing Print Booklet
1. PDF Export, Printer Requirements, Electronic Distribution
C. PDFs, EPUBss, DPS/AEM files and Interactive Elements
1. Creating Multiple Layouts: Layout Adjustment, Liquid Layout Rules, Page Tool, Linked text.
2. Video and Audio Buttons and Actions Slideshows
3. Page Transitions, Hyperlinks, Animations
4. DPS/AEM Specific Interactions: Scrollable Content, Pan and Zoom, Image sequence

VI. METHODS OF INSTRUCTION:
A. **Lab** -
B. **Lecture** -
C. **Demonstration** -
D. **Student Presentations** -
E. **Critique** -
F. **Projects** -

VII. TYPICAL ASSIGNMENTS:
A. Self-Publishing and Print on Demand
1. Students will develop and design a multi-page document suitable for publication. Students will identify a need for the publication and design to a target audience.
2. Students will gather content, create a book map, arrange review rounds and photography/illustration as necessary and complete each stage of the project in accordance with the schedule to ensure timely publication.
3. Using features in InDesign to facilitate working with a long document design and through multiple rounds of feedback and changes in a typical publishing workflow. Such as:
   a. Automatic generate and update table of contents, automatically generate image captions from image metadata, smart text reflow, created and managing nested bulleted lists and non-sequential bullet lists, creating footnotes and end notes, working with tables, working with conditional text.
4. Working with a commercial print-on-demand printer, students will produce press-ready PDFs of their publication. Students will work with printer to finalize publication, making changes to the printer's recommendation as necessary. Students who work with Print-On-Demand publishers may get an ISBN number and list their publication in online bookstores such as Amazon/Createspace.
B. Digital Publishing
1. Students will leverage the content developed from their self-published project and convert it into a digital, interactive project.
2. Students will identify content from their publication that will be augmented by interactive features which may be impractical to place in a publication (video/audio of interviews, Slideshows of multiple photos, etc.)
3. Using InDesign's Interactive features, students will introduce slideshows, movies, audio clips, buttons, hyperlinks, scrolling text, page transitions, etc.
4. Students will finalize their project as a "rich media" document for PDF and fixed-layout EPUB.

VIII. EVALUATION:
A. **Methods**

1. Oral Presentation
2. Projects
3. Class Work
4. Lab Activities

B. **Frequency**

1. Oral presentation/projects - at each project milestone in the semester
2. Lab activities/classwork - every class

IX. TYPICAL TEXTS:
1. Anton, Kelly . *Adobe InDesign CC Classroom in a Book.* 1 ed., Adobe Press, 2016.
2. Padova, Ted. *Adobe InDesign Interactive Digital Publishing: Tips, Techniques, and Workarounds* . 1 ed., aPress, 2017.
3. Lupton, Ellen. *Graphic Design: The New Basics: Second Edition, Revised and Expanded.* 2 ed., Princeton Architectural Press, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS: