Syllabus

ART 116 Computer Publishing

General Information

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Department Visual and Performing Arts

Course Prefix ART

Course Number 116

Course Title Computer Publishing

Course Information

Catalog Description Students are introduced to the idea of using a computer as a means of creating and sharing visual content. Print and digital publishing are explored. Students are exposed to the considerations inherent to the process of creating published communications. Attention is focused on proper use of color, typography, and image preparation. Students are also exposed to best practices in presenting work digitally and in print. Focus is placed on professional presentation of deliverable publications.

Credit Hours 3

Lecture Contact Hours 4

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

ART 115

Co-requisites

None

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course
Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Apply the tools of industry standard graphic publishing applications.

2. Create work that demonstrates successful design solutions in layout of text and image.

3. Apply the techniques necessary for successful preparation, delivery and execution of files for publication.

4. Speak to the visual and intellectual concepts of printed work to effectively communicate in formal presentation.

Outline of Topics Covered

I. Spot color publications

    Grid structure
    Photography/Illustration/Clipart
    File formats/ choices for single color work
    Printing, mounting and presentation
    Digital delivery of files

II. CMYK publications – printing considerations

    Grid structure
    Folds / printers marks
    Photography/Illustration/Clipart
    File formats/ choices for spot color work
    Printing, mounting and presentation
    Digital delivery of files

III. RGB/index color - digital media publication

    Grid structure – understanding digital formats
    Production of files for online use
    File formats/ choices for display work

Program Affiliation

This course is required as a core program course in the following program(s)

AAS Graphic Design