

# DSIN143

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

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## Course Summary

**Course :** DSIN143 **Title :** Design Using Adobe InDesign

**Length of Course :** 8

**Prerequisites :** N/A **Credit Hours :** 3

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## Description

**Course Description:** This course is a study of the principles, practices, processes, and disciplines related to designing print media for maximum communication. This course evaluates the process for planning, preliminary negotiations, pre-visual research and analysis, visual conceptualization, points of view, attitude, document design, document production, and post-production. This course examines the principles of typographic design, word design, page organization, page layout, integration of words and images, character styles, paragraph styles, layout design, tiling, scaling, textures, and illustrations. This course investigates color theory, additive and subtractive color models, complementary colors, patterns and rhythms. Students will apply their knowledge to design flyers, brochures, CD/DVD covers, and product packaging. Students must have access to Adobe InDesign CS5 or higher. This software is not provided by the course material grant and must be purchased/provided by the student.

### Course Scope:

This course is one in a series of courses on digital media. This course would be appraising the need for printed communications. This course would evaluate the tools required to author those communications. This course focuses on designing print-based media, including logos, brochures, posters, and long documents.

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## Objectives

After successfully completing this course, you will be able to:

1. Explain the capabilities of Adobe InDesign that have made it a useful design tool.
2. Apply typographic hierarchy effectively in printed communications.
3. Use images in communications to achieve effective messaging.
4. Assess the use of Adobe InDesign to create print materials to address specific communication needs.
5. Apply the fundamentals of design to printed communications.

6. Develop a digital document.
  7. Apply the fundamentals of designing and developing a digital book.
  8. Demonstrate use of graphic design as a professional and the use of graphic design in the realm of mass communications.
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## Outline

### **Week 1: Adobe InDesign to create basic documents and master pages**

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#### Topics

- Working with Adobe InDesign
- Creating Basic and Master Pages

#### Learning Objective(s)

- Explain the capabilities of Adobe InDesign that have made it a useful design tool.

#### Readings

- Review Week 1 Lesson Area

#### Assignments

- Introduction Forum, Week 1 Forum

### **Week 2: Working with Text and Working with Styles**

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#### Topics

- Working with Text and Type
- Working with Styles

#### Learning Objectives

- Apply typographic hierarchy effectively in printed communications.

#### Readings

- Review Week 2 lesson area

#### Assignments

- Assignment 1: WK 2
- Week 2 Forum

### **Week 3: Working with Graphics and Creating and Using Tables**

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#### Topics

- Working with Graphics
- Creating and Using Tables

#### Learning Objectives

- Use images in communications to achieve effective messaging.

## Readings

- Review Week 3 lesson area

## Assignments

- Assignment 2: WK3
- Week 3 Forum

## **Week 4: Using Color and Using Effects**

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### Topics

- Using Color in Your Documents
- Using Effects

### Learning Objectives

- Assess the use of Adobe InDesign to create print materials to address specific communication needs
- Apply the fundamentals of design to printed communications

### Required Readings

- Review Week 4 lesson area

### Assignments

- Midterm Project: WK4

## **Week 5: Advanced Features and PDFs**

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### Topics

- Advanced Document Features
- Preflighting, Printing, and Creating PDFs in InDesign

### Learning Objectives

- Apply the fundamentals of design to printed communications.

### Required Readings

- Review Week 5 lesson area

### Assignments

- Assignment 4: WK5
- Week 5 Forum

### Recommended Media

## **Week 6: Introduction to Digital Documents**

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### Topics

Introduction to Digital Documents

## Learning Objectives

- Develop digital document

## Required Readings

- Review Week 6 lesson area

## Assignments

- Assignment 5: WK6
- Week 6 Forum

## **Week 7: Creating Digital Books**

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### Topics

#### Creating Digital Books

### Learning Objectives

- Develop a digital document.
- Apply the fundamentals of designing and developing a digital book.

### Required Reading

- Review Week 7 lesson area

### Assignments

- Assignment 6: WK7
- Week 7 Forum

## **Week 8: Adobe InDesign New Features**

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### Topics

#### Adobe InDesign New Features

### Learning Objectives

- Demonstrate use of graphic design as a professional.
- Develop a digital document.

### Required Readings

- Review Week 8 lesson area

### Assignments

- Final Project: WK8
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## **Evaluation**

Students are expected to maintain routine contact with the instructor throughout the course. While the number of contacts may vary according to the specific course and individual student need, the University requires

periodic weekly contacts during the semester. Contact will consist of professor notes, forum interaction, and email feedback. The method of discussion will be on-line related to issues concerning forum assignments, quizzes, assignments, the midterm project and final project.

### **TEXTBOOK READINGS**

Review the assigned textbook and support materials for this course! Review the table at the end of the syllabus to see assigned readings for each week.

### **PROJECTS**

The projects for this course are located throughout each Lesson. The projects that are required for grading with this course are created from scratch.

### **FORUM**

The Forum assignments for this course are designed to promote interactivity among students and enhance the online learning process. The Forum provides maximum flexibility because you do not have to be online at the same time as another person and you can read what other students have written.

*Forum Timing:* For the forum, you must post your work by midnight on **Thursday**, continue to follow your classmates' posts for the remainder of the week, and post the follow-up peer responses prior to midnight on **Sunday, except for week one**. Your follow-up posts can add additional insight to a classmate's opinions or can challenge their opinions. Use examples from the readings, or from your own research, to support your views, as appropriate. Be sure to read the follow-up posts to your own posts and reply to any questions or requests for clarification. You are encouraged to conduct research and use other sources to support your answers.

*Required Participation:* Please keep in mind that the forum assignments require you to make at least 1 post to the forum with at least 250 words about the topic and also respond to at least 2 peers' posts with at least 150 words. Please be advised that there will be point deductions if you do not comply with these requirements of the assignment. Each one of you will have a different and unique experience that we can all learn from. Your participation in the Forums unleashes the power of synergy in our classroom. To facilitate this interaction, please be prompt when posting your forum work for each week; this provides time for the others to actively engage in the dialogue. For practical reasons, when you respond to other learners' posts, please start your response by referencing their name. I will read and grade your participation by reading the forum. There is no need to also post your forum work in the assignments area of the classroom. Refer to the forum and the syllabus for more details on grading.

### **MIDTERM PROJECT**

The Midterm Project requires you to use your knowledge of to apply knowledge gained through the first 4 weeks of the course.

### **FINAL PROJECT**

The Final Project requires you to use your knowledge gained through-out the course apply what you learned throughout the entire course.

### **Grading:**

Name	Grade %
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## **Materials**

**Book Title:** DSIN143 - required software for this course is not covered by the APUS Book Grant. Purchase information is available here - <https://apus.libguides.com/c.php?g=241438&p=3514444>. Cost may vary by subscription length.

**Author:**

**Publication Info:**

**ISBN:** DSIN143 Software

**Book Title:** Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.

**Author:** No Author Specified

**Publication Info:**

**ISBN:** N/A

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Additional references are found in the Lessons Page of the classroom.

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## Course Guidelines

### Citation and Reference Style

- Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours\* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

### Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment.
- Generally speaking, late work may result in a deduction up to 15% of the grade for each day late, not to exceed 5 days.
- As a working adult I know your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

### Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

### Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services

such as CourseHero.com. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

## Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc) See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.

## Disclaimer Statement

- Course content may vary from the outline to meet the needs of this particular group.

## Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting time after which the instructor will grade comments, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and hopefully important to the discussion. Thus a message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

## Identity Verification & Live Proctoring

- Faculty may require students to provide proof of identity when submitting assignments or completing assessments in this course. Verification may be in the form of a photograph and/or video of the student's face together with a valid photo ID, depending on the assignment format.
- Faculty may require live proctoring when completing assessments in this course. Proctoring may include identity verification and continuous monitoring of the student by webcam and microphone during testing.

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## University Policies

### [Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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diverse, global society.

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