

PUBLICATION & DESIGN ART 206

PROFESSOR JAMIE WAINRIGHT

Objectives: After successful completion of this course, the student will have a strong understanding of basic publication and design techniques utilizing software for selected assignments that is given in class. The student will understand all basic aspects of the printing process and what is required for the output of a finished graphic design piece.

Students from all disciplines have successfully completed Publication & Design class. Rental of Adobe products are available at a very reasonable price, Adobe Indesign.com Information to these links will be available.

Course Description: This course will be an introduction to basic publication design utilizing software such as Adobe InDesign. Emphasis on developing basic design skills in the electronic framework for small ads and brochures as well as grid designing will be emphasized. Discussion on printing output and offset will be included. **NO COMPUTER EXPERIENCE NECESSARY TO SUCCESSFULLY TAKE THIS COURSE.**

Course Conduct: Students will be involved in creating projects that focus on usage of type in their designs. Choosing the right typefaces for a specific assignment will be emphasized as well as the size of type in relationship to the other elements within the design. Fundamental layout techniques and design will be employed as well as an Introduction to electronic mechanical.

Grading is determined by: Each student is graded as an individual basis rather than on a curve. Understanding of basic layout concepts and software will be taken into consideration for the final grade. Students will be required to participate in assignments, reading and discussions given on a weekly basis that will be posted on my Publication & Design homepage. Students are required to complete all assignments requirements to receive their grade.

Required: [Adobe software rental for course \(Very reasonable\) by Adobe Indesign.com](#)

Professor Jamie Wainright / Art Department

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