**GRA 2121C Publication Design**

**Course Description:** Studio projects focusing on periodical and catalog designs comprise this intermediate-level course. Students apply knowledge and skills toward the design and creation of newsletters, magazines, catalogs, booklets, press media kits and interactive e-books. Emphasis will be on graphic design principles, composition, layout, pagination, style balance format and project planning. Prerequisites: GRA1111c, GRA1206c, GRA2117c. Pre/co-requisite: GRA1280c. (2 hr. lecture; 4 hr. lab.)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will design and create page layout documents using an industry-standard page-layout software during guided lessons and assignments by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Designing and specifying document and type measurements.  
2. Placing and resizing images and graphic shapes.  
3. Importing text, and modifying text within the page layout document.  
4. Specifying colors in modes specific to print and digital media. | |
| **Competency 2:** The student will automate document production during guided lessons and assignments by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Adding elements that repeat on all pages into the master pages.  
2. Specifying page numbers and folios.  
3. Specifying character-level and paragraph-level style sheets. | |
| **Competency 3:** The student will create print documents using an industry-standard page layout software during guided lessons and assignments by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Designing paper comps, or “mock ups,” for the documents. | |

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2. Analyzing the outcomes of pre-flight tests on the print document, and modifying the document for optimum output.
3. Packaging the output to prepare for commercial print shops.

Course Competency 4: The student will design and create digital documents during guided lessons and assignments by:

1. Incorporating interactive elements and video.
2. Exporting the digital document in EPUB format.

- Communication
- Critical thinking
- Computer / Technology Usage
- Aesthetic / Creative Activities