Miami Dade College

Course Description

GRA0430 | Desktop Publishing | 4.00 credits

Desktop publishing is the production of high quality printed publications using relatively inexpensive equipment: personal computers, desktop scanners, and laser printers. This class explores the qualities and abilities of Aldus PageMaker, and industry-standard page layout program. Class lectures are supported with audiovisual presentation and extensive handouts. Lab classes consist of a series of typical page layout jobs.

Course Competencies

Competency 1: The student will demonstrate proficiency in desktop publishing fundamentals by:

1. Analyzing the principles of high-quality print publication design
2. Evaluating the capabilities of personal computers, desktop scanners, and laser printers
3. Comparing different desktop publishing software options
4. Explaining the role of desktop publishing in modern print production

Competency 2: The student will apply Aldus PageMaker skills to create professional layouts by:

1. Designing complex multi-page documents using industry-standard techniques
2. Implementing effective typography and color management strategies
3. Creating and manipulating graphic elements within page layouts
4. Developing templates and master pages for consistent design
5. Troubleshooting common page layout issues

Competency 3: The student will develop expertise in print production processes by:

1. Analyzing print-ready file preparation requirements
2. Evaluating different printing methods and their impact on design choices
3. Implementing color separation techniques for various printing processes
4. Creating press-ready files with appropriate bleed, trim, and registration marks

Competency 4: The student will synthesize desktop publishing knowledge through practical applications by:

1. Producing a series of typical page layout jobs to industry standards
2. Critiquing peer work based on design principles and technical execution
3. Developing a portfolio showcasing a range of desktop publishing projects
4. Presenting and defending design choices in a professional setting
5. Adapting designs for different print and digital output requirements

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities