Course Description
GRA2121C | Publication Design | 4.00 credits
Studio projects focusing on periodical and catalog designs comprise this intermediate-level course. The student will 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**.**

Course Competencies:
Competency 1: The student will design and create page layout documents using an industry-standard page-layout software during guided lessons and assignments by:
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. Identifying colors in modes specific to print and digital media

Competency 2: The student will automate document production during guided lessons and assignments by:
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:
1. Designing paper comps, or "mock-ups," for the documents
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

Competency 4: The student will design and create digital documents during guided lessons and assignments by:
1. Incorporating interactive elements and video
2. Exporting digital documents in EPUB format

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
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities