

OLATHE DISTRICT SCHOOLS – USD 233

e-Communications

Syllabus

Course Information

Title:	Digital Publishing Lab
Credit:	1
Grade Level:	11 and 12
Course Length:	1 Semester
Prerequisites:	Prior Visual Arts Courses
Last Revision:	Fall, 2003

Instructor Information

Name:	Rory Porter
Room:	1306

Course Description:

This course is designed to expose the Visual Arts student to the appropriate graphic media for print media and to help them select appropriate techniques and processes for each print job. Issues addressed will be:

- **Product marketing through varied media.**
- **Computer Layout and Design.**
- **Typography and its importance to page layout/design.**
- **Skill-set and Knowledge base needed for today's job market.**

Course Objectives:

1. Apply principles of effective logo design.
2. Apply principles of effective symbol design.
3. Demonstrate control of design software.
4. Demonstrate control of digital scanner.
5. Demonstrate control of digital camera.
6. Apply principles of effective typography.
7. Apply principles of effective advertising layout.
8. Apply principles of effective package design.
9. Upon successful completion of this course the student will:
10. Be able, when given a product, to develop a comprehensive product marketing package that visually presents the product and its packaging through a variety of media
11. Present a marketing package to a prospective client utilizing a variety of presentation methods/media.
12. Set priorities for the order in which several tasks will be accomplished.

13. Identify and control "time wasters."
14. Estimate the time required to perform activities needed to accomplish a specific task.
15. Apply employee rules, regulations, policies and procedures in the Graphic Arts Field, including:
 - i. Punctuality
 - ii. Dependability
 - iii. Productivity
 - iv. Accuracy
 - v. Cost effectiveness
16. Understand and value effective work ethic attitudes and behaviors such as:
 - i. Acceptance of the job requirements.
 - ii. A willingness to take initiative with new challenges.
 - iii. Take responsibility for decisions and actions.
17. Be responsible for several "Real Life" Graphic Arts design/production positions
18. Demonstrate personal characteristics that lead to job satisfaction.
19. Create a traditional and digital portfolio or other means to their work.

Course Content:

Tentative: May change if needed

- I. Logo Design**
- II. Typography**
- III. Design**
- IV. Layout**
- IV. Print Media**