

Virginia Western Community College
AST 253
Advanced Desktop Publishing I
Microsoft Office 13

Prerequisites

Prerequisite(s): AST 101 or equivalent and experience in using a word processing package.

Course Description

(Dual enrollment only) Introduces specific desktop publishing software. Teaches document layout and design, fonts, type styles, style sheets, and graphics.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 3

Required Materials**Textbook:**

Learning Media Design with Adobe CS4 Illustrator, Photoshop, Indesign

ISBN: 978-0-13-507687-3

Learning Web Design with Adobe CS4 Dreamweaver, Fireworks, Flash

ISBN: 978-0-13-507688-0

Other Required Materials:

1. Adobe Photoshop CS4 – Illustrated Series – ISBN: 1-4239-9940-1
2. Adobe InDesign CS4 – Illustrated Series – ISBN: 1-4239-9939-8
3. Adobe Illustrator CS4 – Illustrated Series – ISBN: 978-0-538-75090-5
4. Adobe Dreamweaver CS4 – Illustrated Series – ISBN: 1-4390-3579-2

Course Outcomes

At the completion of this course, the student should be able to:

- Demonstrate Workplace Readiness Skills: Personal Qualities and People Skills
- Demonstrate Workplace Readiness Skills: Professional Knowledge and Skills
- Demonstrate Workplace Readiness Skills: Technology Knowledge and Skills
- Understand All Aspects of an Industry
- Understand Elements of Student Life
- Demonstrate Knowledge of Hardware, Software, and Operating Systems
- Apply Principles of Layout and Design
- Design and Create Desktop-Published Projects
- Design and Create Multimedia Presentations/Projects

- Design and Create Web Sites
- Understand Legal and Ethical Issues
- Complete/Pass Industry Certification Tests
- Demonstrate Employability Skills

Topical Description

1st Semester:

Students will begin to understand layout design principles and how to apply them in desktop published documents such as flyers, brochures, newsletters, and much more.

Students will begin to assemble a professional portfolio that will contain samples of student work along with their resume and a cover letter. Emphasis will be placed on understanding and manipulating different electronic file formats within the Adobe Creative Suites 4 software package. Real world project work will be provided to help the students apply concepts they learn from class.

Evaluation of work place readiness skills will take place through self -reflection activities.

2nd Semester:

Students will understand the basic principles of web design as it relates to html, xhtml, java script, interactive media, and more.

Students will be working with Adobe Dreamweaver to create their own personal web pages.

At the end of the course students should have a basic understanding of how to manipulate Photoshop, Illustrator, Flash, Acrobat, and Dreamweaver to create a single project.

Notes to Instructors

- None