

Virginia Western Community College
AST 254
Advanced Desktop Publishing II

Prerequisites

Prerequisite(s): AST 253 or equivalent.

Course Description

(Dual enrollment only) Presents advanced features of desktop publishing software, culminating in the layout and design of complex multi-page documents.

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

Projects, assignments, and activities will be driven by the concepts listed in the units below. Students can anticipate a creative atmosphere where at times they will be given the freedom to pick and choose projects by which they learn these concepts.

1st Semester Course Units

Unit 1 Web Design Basics

Unit 2 Web Design & Planning

Unit 3 Web Development & Deployment

Unit 4 Portfolios

Unit 5 Collages and Photography

2nd Semester Course Units

Unit 6 Logos

Unit 7 Business Cards

Unit 8 Advertisements

Unit 9 Brochures, Newsletters, Mini-yearbooks

Unit 10 Portfolios

*Time frame and sequence of study will remain flexible in order to achieve the best learning experience for the students.

Notes to Instructors

- None