



Syllabus

DAC 141 – Introduction to InDesign

Welcome to DAC 141!

We're going to have a great time learning together!

Communication Policy

You may contact me through the messaging system. Please communicate with me early and often if you are experiencing challenges in completing course assignments on time. I will answer your messages within 24 hours or less of receiving them.

Course Description (Goals and Objectives)

Introduction to InDesign is an introductory level course for professional designers, architects, engineers, contractors, marketers, and others seeking professional advancement or job transition through the acquisition of layout design skills.

This introductory level course is designed for the working professional and all individuals interested in utilizing InDesign for their professional or personal advancement.

This course will breakdown the InDesign application as well as introduce the specific tools and features that make InDesign useful for layout and page design of print and digital media. Throughout four lessons, students will learn basic strategies necessary for layout design and will create business cards, print materials, and a newsletter.

Course Materials and Textbooks

Required Text: *Adobe InDesign CC Classroom in a Book*

Author: Brian Wood

ISBN-10: 0-13-526215-1

NOTE: The same textbook is used in all InDesign courses.

Course Prerequisites

Fundamental working knowledge of the Windows environment or instructor approval. Manual drafting experience preferred.

Student Learning Outcomes/Learning Objectives

1. Reinforce the basic tools of InDesign and appropriately utilize these tools for the desired layout creation and design.
2. Carry out techniques to create, fill, and finalize layout designs necessary to produce marketing materials.
3. Incorporate the client’s determined goals, audience, and branding.
4. Assess and strategize layout and viewer attention techniques.

By the end of this course, students will be able to understand the process of beginning and completing a project with Adobe InDesign. Students will gain the ability to set project requirements including identifying the purpose, audience and content to include within a project. In addition, they will be able to determine layout strategy as well as incorporate provided and created materials within a project. Within InDesign, students will learn the tools and strategies necessary for creating effective marketing materials and will complete a final project utilizing multiple InDesign techniques and strategies.

Adobe Certified Associate Certification Exam Objectives

The curriculum covered in this course includes the following Adobe Certification Exam Objectives:

Certification Exam Objective	Description
Domain 1.0 Setting Project Requirements	Identify purpose, audience, and needs necessary to manage the projects tasks & responsibilities.
Domain 2.0 Understanding Print and Digital Media Publications	Demonstrate knowledge of basic design principles and best practices employed in the print and digital media publication industry.
Domain 3.0 Understanding Adobe InDesign	Identify elements, tools, strategies, and methods necessary to utilize InDesign for layout design and graphic creation.
Domain 4.0 Creating Print and Digital Media Publications Using Adobe InDesign	Demonstrate the ability to create new projects, add text and elements, and publish or export projects.
Domain 5.0 Publish, Export, and Archive Page Layouts Using Adobe InDesign	Prepare publications for print or digital publishing.

Course Schedule

Lesson	Topic	Reading	Quizzes/Assignments	Points
1	Basic Layout Design	1 – Introducing the Workspace	Graded Discussion Forum – Initial Post	5
		2 – Getting to Know InDesign	Quiz – InDesign Interface	50
		3 – Setting Up a Document and Working with Pages	Hands-On Quiz – Interface	50
2	Layout Design Strategy and Material Incorporation	4 – Working with Objects	Quiz – Tools	50
		8 – Working with Color	Hands-On Quiz – Using Tools	50
			Midterm – Construction Rack Card	100
3	Newsletter Design Strategy & Framework	5 – Flowing Text	Quiz – Alignment	50
		6 – Editing Text	Hands-On Quiz – Using Alignment	50
		7 – Working with Typography		
4	Finalizing and Exporting Projects	9 – Working with Styles	Quiz – Exporting	50
		10 – Importing and Modifying Graphics	Graded Discussion Forum - Reply	5
			Final Project – Newsletter	100

Attendance

To satisfy the course attendance requirements, students are typically required to complete at a minimum, the midterm project and the Lesson 1 quizzes (assessments) before the end of the 11th day (11:55 pm Pacific time) of the course. Course attendance is also evaluated by the timely submission of a student's course project

deliverables. Students who fail to turn in a midterm or complete their quizzes by the 11th day of class will be considered “absent” by VDCI. Specific due dates for this course can be found in “Deadlines for Submitting Project Deliverables”.

Participation

Participation is evaluated by engagement in the Graded Discussion Forum. This forum encourages participation directly with instructors and students in a course. Typically, ten percent of the course grade is assigned for participation. A specific grading breakdown for this course can be found in “Weighted Grading Criteria”.

Grading Policies

After you have successfully completed all of the requirements for your course, you will receive a VDCI course completion certificate. If you are a VDCI Technology Certificate student, your course must be taken for a letter grade. Classes that are taken as an Audit will not count towards a VDCI Technology Certificate.

You can change your VDCI grading option from letter grade to Audit any time BEFORE the last day of class by contacting either the Program Manager or Program Coordinator.

Letter grades are based on the following scale. Your final course grade is based on the weighted grading criteria of the points you have earned.

Passing Grades	
A+	100%
A	93-99%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%

Non-Passing Grades	
D	60-69%
F	59% and below

Weighted Grading Criteria

Discussion Forums	10%
Quizzes	15%
Hands-On Quizzes	15%
Midterm	20%
<u>Final Project Deliverable</u>	<u>40%</u>
TOTAL	100%

NOTE: Students can check their course progress in the VDCI Student Portal at any time by clicking the Progress Reports link on the right sidebar of each course page.

Deadlines for Submitting Project Deliverables

Project deliverables must be submitted to me through the VDCI Student Portal.

1. One post in the course Discussion Forum is due before the end of the second Monday (11:55 pm Pacific time) of the course. Your grade for this post will be reduced by 10% (one full letter grade) for every day the deliverable is late.
2. The midterm is due before the end of the second Monday (11:55 pm Pacific time) of the course. Your grade for this deliverable will be reduced by 10% (one full letter grade) for every day the deliverable is late.
3. All remaining course deliverables are due by the end of the third Monday (11:55 pm Pacific time) of the course.
4. Final course project deliverables will not be accepted any later than one day after the course has formally been closed (the end of the third Monday (11:55 pm Pacific time) of the course). Your grade will be reduced by 10% (one full letter grade) for being late.

IMPORTANT: Please review all course due dates in the VDCI Student Portal.

Final Project Deliverable File Types

When you submit your Final Project to me, please create a PDF file and submit that to me through the Learning Hub. Append your initials to the end of the file name, after the file name and before the “.PDF” file type extension.

EXAMPLE: VDCI-DAC141-Initials.pdf

Discussion Forums/Student Engagement

Please be engaged in the Discussion Forums. The **Student Forum** is a non-graded area for you to interact with your fellow classmates. Please use the Student Forum to discuss any issues you are having with the course and to get to know one another.

You are also welcome to join our **VDCI Facebook Student Lounge**. The Student Lounge is open to all current and past VDCI students.

For this course, there is also a **Graded Discussion Forum**. Your postings and responses in the graded Discussion Forum are geared toward expanding the learning experience for you and your classmates in meaningful ways.

NOTE: The Graded Forum is a required and graded element for this course.

Please read the instructions for each graded Discussion Forum assignment as they may differ in terms of content and response requirements.

To effectively participate in the discussion forum, you can:

1. Take a leadership role by being the first to post a topically-meaningful response in the Discussion Forum.
2. Reply thoughtfully to the postings of your classmates, including rebuttal of ideas/opinions.
3. Expand on the comments in the Discussion Forum by posing thought-provoking questions and/or providing topically-relevant/related outside links.
4. Post in a timely manner.

When I grade your Discussion Forum comments, I am most interested the quality of your postings/responses. Your contributions should add to the knowledge base of our course participants and provide substantive thought to receive points. If you are less knowledgeable about a topic, pose questions about the topic and/or share what you find when you research the topic yourself.

Academic Integrity Policy

The Virtual Design & Construction Institute (VDCI) is an institution of learning, career education, and technical skill development – a community based on academic honesty and integrity. As members of the VDCI community, faculty, students, and administrative staff share responsibility for maintaining this environment. It is essential

that all members of the VDCI community subscribe to the ideal of academic honesty and integrity and accept individual responsibility for their work. Academic dishonesty is unacceptable and will not be tolerated at VDCI. Cheating, forgery, dishonest conduct, plagiarism, and collusion in dishonest activities erode the Institute's educational, research, and social roles.

If students who knowingly or intentionally conduct or help another student perform dishonest conduct, acts of cheating, or plagiarism will be subject to disciplinary action at the discretion of VDCI.