

## **GRDSN 112**

### **COURSE LEARNING OUTCOMES (CLOs)**

1. Use production time effectively.
2. Save files for a service provider.
3. Develop images to incorporate into the design.
4. Visually check spacing of the type within the headline and body.
5. Determine and scan photographic imagery in correct.
6. Find resources to solve technical problems.
7. Format and organize information to create a visual hierarchy of text.
8. Make global text changes throughout the menu design.
9. Create interest / unity in the projects.
10. Prepare a correctly constructed spot color menu file.
11. Determine appropriate software to use for developing web.
12. Design a navigation structure for the restaurant web site that flows easily, is user friendly and invites interactivity.
13. Design images to take advantage of Run Length Encoding.
14. Organize files and use correct web file formats.
15. Create small file sizes so web pages load quickly for the restaurant web site.

### **Course outline**

- I. Use production time effectively by...
  - A. using contextual menus
  - B. using keyboard shortcuts
  - C. stacking, arranging, and locking layers
- II. Format and organize information to create a visual hierarchy of text elements by...
  - A. using drop caps
  - B. using tabs
  - C. using hanging indents
  - D. using paragraph rules
- III. Create interest / unity by...
  - A. Importing text and graphics
  - B. Using clipping paths for silhouetted images
  - C. Creating text wraps
- IV. Save files for a service provider by...
  - A. packaging all fonts, graphics and page layout files necessary for the job to print correctly
  - B. using PDF presets
- V. Develop images to incorporate into the design by...
  - A. understanding the difference between raster and/or vector native files
  - B. understanding what a bit map image is by scanning line art
  - C. scanning photographic images in the correct resolution for output

- VI. Visually check spacing of the type within the headline and body text by...  
setting the kerning, leading and using character formatting
- VII. Determine and scan photographic imagery in correct resolution by...
  - A. Setting the appropriate PPI for specific halftone frequencies
  - B. scanning line art to use as bit mapped image
- VIII. Create silhouetted images that:
  - A. the selection is saved as a channel
  - B. have no traces of the background image\
  - C. look natural
- IX. Use production time effectively by...
  - A. using contextual menus
  - B. using keyboard shortcuts
  - C. stacking, arranging, naming and locking layers
- X. Set page margins, column guides, and create master pages of re-occurring graphic elements in the menu design
- XI. Import text documents
- XII. Format and organize information to create a visual hierarchy of text elements by...
  - A. using text frame options
  - B. using drop caps
  - C. using tabs
  - D. using hanging indents
  - E. using paragraph rules
- XIII. Make global text changes by...
  - A. using character styles
  - B. using paragraph styles
- XIV. Print out color separations that are correct by...
  - A. understanding the difference between spot vs. process colors
  - B. understanding overprinting
  - C. visually checking the separation of ink colors using the separations preview
  - D. visually checking the separation of ink colors in the text and graphics on print outs
- XVI. Follow Web Standards in the creation of XHTML and CSS.
- XVII. Create a clear visual hierarchy by applying styles to headings, text, lists, backgrounds, and other elements to organize information and aid in readability.
- XVIII. Create .jpg images to show your client your rough designs.

- XIX. Design a navigation structure / site map for the web site that flows easily, is user friendly and invites interactivity
  
- XX. Develop cross platform authoring in the web site to avoid browser incompatibility by...
  - A. selecting common web colors
  - B. using html code that works in various browsers
  - C. making your web page fit within the live area of both Firefox (Mac) and Internet Explorer (PC) browsers using appropriate monitor size