Department of Communication
Subject Syllabus

Subject Code : COMM08

Subject Title : Basic Design & Desktop Publishing

Subject Specification : For students in Communication and Business Faculty

Subject Overview : This course is designed for beginner desktop publishing users who want to create/produce, illustrate, evaluate, and design all business forms, reports, and other documents. Students will acquire communication skills through visual design, with the main emphasis of this course being desktop publishing and graphics skills. Students will learn to use design skills to produce press kits, magazines, posters, annual reports, and other documents that require design elements. Students will also learn how to design professional layouts with graphics and typography, create publications for print and cross-media publishing, and more.

Course Objectives : Students are encouraged to understand computer graphics software to create publications in their area of concentration.

Course Method : The Subject consists of lectures, practice in computer laboratorium, assignments and examinations. It is expected that every student will regularly attend classes and participate in class discussion.

Learning Outcome (Competence) :

- Knowledge : Able to explain the concept of computer graphics design for the needs of the business and industrial world.
- Skill : Students are able to operate Adobe Photoshop and Indesign software, and produce concepts for making logos, press kits, magazines, annual reports, as well as vector & digital imaging-based work designs.
- Attitude : Have adaptive and persistent behavior in facing challenges in every task given.

Course content :

Week	Topic
1	Basic Design, Element and Structure
2	Introduction Software
3	Make a Logo
4	Logo + Stationery

5	Flyer
6	Poster & Billboard
7	Evaluation and Preparation for Mid Test
Mid Examination	
9	Magazine Internal part 1
10	Magazine Internal part 2
11	Make a Venue Design, Uniform, Merchandise
12	Criteria for Intellectual Property Policy
13	Project Collaboration
14	Project Collaboration
15	Project Collaboration & Review
Final Examination	

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Basic Design, Element and Structure**	1. Basic Design, Elements and Structure 2. Projects that will be chosen this semester. 3. Companies may provide services or products	Lecturer's presentation, Discussion, Practice in Computer Lab
II	**Introduction Software**	Introducing the capabilities of Adobe Photoshop and Adobe Indesign (Menu, Tools, etc.).	Lecturer's presentation, Discussion, Practice in Computer Lab
III	**Make a Logo**	Study various kinds of logos as corporate identity	Lecturer's presentation, Discussion, Practice in Computer Lab
IV	**Logo + Stationery**	1. Any stationery criteria. 2. Application of logo to stationary.	Lecturer's presentation, Discussion, Practice in Computer Lab, Coursework 1
V	**Flyer**	Understanding flyers as the simplest promotional media	Lecturer's presentation, Discussion, Practice in Computer Lab
VI	**Poster & Billboard**	Understanding the differences between poster and billboard	Lecturer's presentation, Discussion, Practice in Computer Lab, Coursework 2
VII	**Evaluation and Preparation for Mid Test**	Review from week 1-6	Lecturer's presentation, Discussion, Practice in Computer Lab
VIII	**Mid Examination**		
IX	**Magazine Internal part 1**	1. How to prepare page numbering, footnotes, columns. 2. What should be in the Content / Table of Contents.	Lecturer's presentation, Discussion, Practice in Computer Lab
X	**Magazine Internal part 2**	1. How to prepare Paragraph Styles.	Lecturer's presentation,

		2. Use of Indesign Menus & Tools	Discussion, Practice in Computer Lab, Coursework 3
XI	**Make a Venue Design, Uniform, Merchandise**	Create event venue designs, uniforms, merchandise, packaging. Then, move the design into the desired object.	Lecturer's presentation, Discussion, Practice in Computer Lab
XII	**Criteria for Intellectual Property Policy**	1. How to use other people's work 2. How to register design work with IPR	Lecturer's presentation, Discussion, Practice in Computer Lab
XIII	**Project Collaboration**	Project Collaboration for Final Test	Lecturer's presentation, Discussion, Practice in Computer Lab
XIV	**Project Collaboration**	Project Collaboration for Final Test	Lecturer's presentation, Discussion, Practice in Computer Lab
XV	**Project Collaboration & Review**	Project Collaboration for Final Test	Lecturer's presentation, Discussion, Practice in Computer Lab
XVI	**Final Examination**		

Midterm Paper Guideline : The students have to create a 3-fold Brochure from the selected company (Concept + Design)

Final Assessment Guideline : The students have to create project collaboratively

References:

1. Adobe Press, Adobe Photoshop CS Classroom in a Book (2018 release), Adobe Press, 2017
2. Adobe Press, Adobe Indesign CS Classroom in a Book (2018 release), Adobe Press, 2017
3. Green, C (2004). Design it Yourself Graphic Workshop, A Step by Step Guide. Gloucester, Massachusetts: Rockport Publisher Inc.
4. Dabner, D (2004). Design and Layout Understanding and USing Graphics. London: Quarto Publishing Plc
5. Peterson, L.P (2003). Desig Basic for Creative Results, Cincinnati, Ohio: How Design Books Safanayong, Y (2006). Desain Komunikasi Visual Terpadu. Jakarta Barat: Arte Intermedia

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