



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Digital Page Layout  
**Course Number:** IMT244

### Required Materials

**Textbook(s):** **Non-Designer's Design Book 4th Edition**  
ISBN: 978-0133966152  
**Type Rules: The Designer's Guide to Professional Typography**  
Print ISBN: 9781118454053, 1118454057, eText ISBN: 9781118748695, 1118748697

**Required Readings:** None

#### Additional Materials:

- **Webcam with Microphone**
  - Must be capable of sharing your face and voice when attending class.
- **Headphones and/or Speakers**
  - Must be able to hear the course. Headphones will be needed to listen while on campus.
- **Computer Access** (available on main campus, ask for details)
  - In general, you need access to a modern, multi-core processor, computer with plenty of RAM
- **Adobe Creative Cloud Software** (available on main campus, ask for details)
  - Made available on select campus computers (ask your instructor)
  - This course relies heavily upon the newest version of Indesign, Photoshop, & Illustrator
  - Here's a [link](#) to start a monthly subscription to Adobe Creative Cloud
- **Microsoft Office** (available on main campus, ask for details)
  - Students who are unfamiliar with operating systems (windows or mac) and/or web browsers should utilize SSC's Computer Bare Basics workshop. Contact Info: 330-494-6170 ext.4977
- **Physical or Cloud Drive (=>50 Gigabytes suggested)**
  - For cloud storage I suggest your student google drive because the storage capacity isn't capped
  - In regards to temporary/portable storage, I suggest using 32gb or higher USB 3.0 flash drive
- **Recommended for home computer setups:**
  - 4K Monitor (vastly increases screen space)
  - Second Monitor (easier to follow along with step by step videos)
  - Purchase Adobe Creative Cloud

# Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

| Week        | Chapter/Topic/Lab   |
|-------------|---|
| Week 1      | <b>Foundations &amp; Flyer Design</b> <ul style="list-style-type: none"> <li>● <b>Introduction &amp; Flyer Project</b></li> <li>● Course overview; introduction to publication design; best practices for flyer design</li> <li>● InDesign interface and formatting review.</li> </ul>  |
| Weeks 2-3   | <b>Calendar Design</b><br>Structuring Information <ul style="list-style-type: none"> <li>● Project 1 - Calendar Design</li> <li>● Conventions of calendar design; establishing hierarchy; grid basics</li> <li>● Creating and styling <b>Tables</b> in InDesign</li> </ul> <b>Refining &amp; Finalizing</b> <ul style="list-style-type: none"> <li>● In-class work session; preparing files for print/digital output.</li> </ul>  |
| Weeks 4-6   | <b>Menu Layout</b><br>Typography and Data <ul style="list-style-type: none"> <li>● Best practices for menu design; typographic pairing and hierarchy</li> <li>● Using Tabs for precise alignment.</li> </ul> <b>Development &amp; Critique</b> <ul style="list-style-type: none"> <li>● In-class work session; peer critique on readability and design flow.</li> </ul> <b>Week 6: Final Production</b> <ul style="list-style-type: none"> <li>● Finalizing menu layout; proofreading and pre-flight checks.</li> </ul>                 |
| Weeks 7-9   | <b>Brochure Design</b><br>Panels and Pacing <ul style="list-style-type: none"> <li>● Conventions of brochure design (tri-fold, z-fold); pacing information across panels</li> <li>● Creating and applying <b>Paragraph Styles</b>.</li> </ul> Refining the Flow <ul style="list-style-type: none"> <li>● In-class work session; critique focused on folding and panel interaction</li> </ul> Finalizing the Brochure <ul style="list-style-type: none"> <li>● Mockups and presentation; preparing for professional printing.</li> </ul> |
| Weeks 10-12 | <b>Magazine Spread</b><br>Editorial Design <ul style="list-style-type: none"> <li>● Best practices for magazine layout; working with a grid system; image and text integration;</li> <li>● Using <b>Object Styles</b> for efficiency.</li> </ul> <b>Polishing the Layout</b> <ul style="list-style-type: none"> <li>● In-class work session; critique on visual consistency and flow.</li> </ul> Finalizing the Spread <ul style="list-style-type: none"> <li>● Working with master pages; final file preparation</li> </ul>            |
| Weeks 13-15 | <b>Newsletter Production</b><br>Document Consistency <ul style="list-style-type: none"> <li>● Conventions of newsletter design; establishing a consistent visual identity</li> <li>● Review of past technology lessons (tables, tabs, and styles).</li> </ul> Final Revisions <ul style="list-style-type: none"> <li>● In-class work session; comprehensive peer review and final critique.</li> </ul> Finalizing the Newsletter <ul style="list-style-type: none"> <li>● Final work session and peer review</li> </ul>                 |

| Week    | Chapter/Topic/Lab  |
|---------|--|
| Week 16 | <b>Final Portfolio &amp; Course Wrap-Up</b> <ul style="list-style-type: none"><li data-bbox="354 170 797 197">● Portfolio Review &amp; Final Submissions</li><li data-bbox="354 205 1084 233">● Portfolio preparation advice; final submissions; course wrap-up.</li></ul> |