



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	ART
Course Number:	143
Descriptive Title:	Digital Publishing Fundamentals
Division:	Fine Arts
Department:	Art
Course Disciplines:	Graphic Arts
Catalog Description:	This course is an introduction to fundamental concepts and practices of digital publishing for print and screen. Topics include integration of typography, color, images, and graphic design principles with contemporary digital tools. Students work on both individual and group projects.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Art 141 or Art 131
Enrollment Limitation:	
Hours Lecture (per week):	2
Hours Laboratory (per week):	4
Outside Study Hours:	4
Total Course Hours:	108
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Fall 1997
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	
CalGETC:	

Term:	
Other:	
Student Learning Outcomes:	SLO #1 Digital Design and Publishing Software Students will demonstrate correct usage of digital publishing software to combine graphics, images, and typography in single and multi-page publications. SLO #2 Member of Design Team Students will effectively perform as a member of a design team to produce a multi-page document in response to client generated project. SLO #3 2-D Design Concepts Students will apply 2D design concepts to digital publications.
Course Objectives:	1. Demonstrate the use and operation of a computer system and graphics software. 2. Combine type and images using desktop publishing software to produce publications for print and screen. 3. Apply elements and principles of 2D design to digital publications. 4. Assess the scope and purpose of design projects and apply appropriate strategies of teamwork, time management, design, and production to meet deadlines. 5. Professionally present final digital comprehensives for print and screen. 6. Analyze, discuss, and critique digital publications.
Major Topics:	Lecture Topics I. Hardware and system software introduction (6 hours, lecture) A. Mac and windows operating systems B. Making, naming, and organizing files C. Local drive versus shared drive II. Typography, type selection and specification (6 hours, lecture) A. History and terminology B. Measurement system C. Styles and style sheets D. Hierarchy III. Preparation, production, analysis, and criticism of design projects (24 hours, lecture) A. Analysis of visual images and design examples B. Research, roughs, and comprehensives C. Class discussions and critiques D. Production team jobs Lab Topics I. Graphics software introduction and skills practice (12 hours, lab) A. Software tools B. Menus and palettes II. Input and output methods and tools (20 hours, lab) A. Placing files B. Linking and relinking files C. Packaging projects D. Publication types: print, pdf, e-pub E. Export options for print and screen output III. Composition and page layout (20 hours, lab) A. Grids B. Organizing levels of information C. Creating emphasis IV. Color (20 hours, lab) A. Pantone, process, color separation, reflection versus transmission media

	B. Preparing and submitting files for printing C. Different types of commercial printing 1. silkscreen 2. offset 3. digital 4. print-on-demand
Total Lecture Hours:	36
Total Laboratory Hours:	72
Total Hours:	108
A.1. Primary Methods of Evaluation (Part 1 - CCN courses only):	
A.2. Primary Method of Evaluation (Part 2 - all courses; choose one):	3) Skills demonstration
Typical Assignment Using Primary Method of Evaluation:	Research and produce thumbnail sketches for a one page flyer advertising a school function.
Critical Thinking Assignment 1:	Analyze the design of an existing print publication and design an updated version. Export as PDF and create a printed mock-up of the design.
Critical Thinking Assignment 2:	Using the computer as a production tool, create a limited edition book on a theme. The theme may be visual (abstract or representational) or literary (a poem or short story). Develop the concept utilizing design skills for effective communication. Make decisions about color, paper, and binding techniques appropriate to book concept and demonstrate control over computer graphics hardware and software necessary to successfully realize their project. Print, trim and bind to present finished proof.
Other Evaluation Methods:	Class Performance, Homework Problems, Journal kept throughout course, Quizzes
Instructional Methods:	Demonstration, Lab, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Journal (done on a continuing basis throughout the semester), Problem solving activity, Skill practice, Study
If Other:	Work on design projects
Up-To-Date Representative Texts:	Marina Poropat Joyce. Designing for Print The Art and Science. 1st edition. Inez D Inc. 2018. ISBN: 978-0996214988. https://a.co/d/8eJPBFI (Discipline Standard) Kimberly Elam. Grid Systems: Principles of Organizing Type Paperback. 1st edition. Princeton Architectural Press. 2004. ISBN: 978-1568984650 https://a.co/d/ijMbDYq (Discipline Standard)
Alternative Texts:	David Bann. The All New Print Production Handbook Paperback . 1st edition. Watson-Guptill. 2007. ISBN: 978-0823099924 https://a.co/d/h1ohx8U (Discipline Standard)
Required Supplementary Readings:	"Discipline Standard" online materials and tutorials.
Other Required Materials:	Computer, Software, Studio tools, Data storage device
Requisite:	

Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	Art-131 or Art-141
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	Previous experience with using graphics software to create art and design projects will help students to succeed. ART 131 - Compose layouts for page and screen using design principles. ART 131 - Compose layouts for page and screen using design principles. ART 141 -Apply the elements and principles of design in finished digital images and time-based works.
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Donald G. Hudson
Date:	09/25/1990
Original Board Approval Date:	04/08/1991
Last Reviewed and/or Revised by:	Eric Holman
Date:	04/08/2025

Last Board Approval Date:	06/26/2025
Effective Term:	FALL 2026