Module specification

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Module code	ARD477
Module title	Essential Digital Design, Printing and Publication using Adobe InDesign
Level	4
Credit value	20
Faculty	Faculty of Art Science and Technology
Module Leader	Dr Rafiq Elmansy
HECoS Code	100440 – Digital Media
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (hons) Graphic Design	Standalone module aligned with Graphic design

Pre-requisites

None.

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work-based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	17/12/2021
With effect from date	17/12/2021
Date and details of revision	

Module aims

Adobe InDesign is an essential tool for both printed a digital publication. It is the first tool to learn to be able to design books, book covers, digital publications, posters, brochures and more. InDesign courses are in two main levels: Beginners and Advanced. These courses will prepare you on both academic and professional levels to use the software to plan, develop, and integrate graphics in publications.

This essential level course allows you to explore Adobe InDesign through a hands-on approach. You will be introduced to graphic design & publications Using Adobe InDesign. This course will help you put your creative ideas into action by integrating theory and practice into tasks that prepare you for your future career in digital graphics.

Certification

This module will prepare you for the Advanced module. Both essential and advanced modules will prepare you for the Adobe certification exam. For more information follow the link: Print & Digital Media Publication Using Adobe InDesign. Taking the certification exam is optional and the student is responsible for any fees.

What will be your future career?

The list below includes examples of the future career paths that involve Adobe Illustrator:
- Graphic designer
- Digital designer
- UI/UX designer
- Book designer
- Printing specialist

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate an understanding of the design process and project specification challenges within Digital Design, Printing and Publication using Adobe InDesign.
2	Demonstrate essential knowledge of Adobe InDesign.
3	Complete a series of questions based on Adobe InDesign within the field of Digital Design, Printing and Publication.

Assessment

Indicative Assessment Tasks:
This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The summative assessment of the module is through a Moodle Quiz of 30 questions. The module is pass or fail. The pass mark is 20 correct answers out of a possible 30 questions.

Students will be given an opportunity to re-sit the test in the event of failing to achieve the pass mark.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	In-class test	Pass/Fail

Derogations

None

Learning and Teaching Strategies

How will you learn?
You will learn using a hands-on practice that merges both theory and practice related to creating vector graphics. The course will be based on tasks that you are expected to have in your future career as a graphic designer.

How will this course prepare you for the ACA exam?
This course will walk you through the topics and objectives described in Adobe Certified Associate exam guide. Also, it will provide practical examples of the ACA exam questions to prepare you for the exam challenge.

How will this course prepare you for your study?
This course gives you the chance to learn the tool required to complete your motion graphics projects and use the different features to fuel your creative ideas.

The module delivery will be broken down into the required 36 hours of contact time. Utilising the ALF framework and a blended approach to delivery. 3 hours per week over 6 weeks face to face (either on campus or online) and 3 hours per week over six weeks of online practical content.

Indicative Syllabus Outline

Adobe InDesign Essential

This is an Essential level. You are expected to have no or very early experience of Adobe InDesign.
Course Outline:
- **Understanding InDesign Projects**
  - Project requirements
  - Using copyrighted material
  - Establish the purpose and needs for your target audience
  - Working with clients and audiences
  - Design and layout principles
  - InDesign project process
- **InDesign Anatomy**
  - InDesign user interface and panels
  - Using workspaces
  - Navigating documents and understanding its structure
  - Non-visual elements: guides, grids and rulers
- **Working with Documents**
  - Creating a new document

- Creating the layout grid
- Working with the Pages panel
- Setting up document structure
- Working with master pages
- Adding page numbers
- **Introduction to Text in InDesign**
  - Creating and modifying text frames
  - Adding text and working with overset text
  - Placing text from MS Word
  - Applying character and paragraph styles
  - Creating and working with lists
  - Adding special characters and spell checking
- **Working with Colours**
  - Understanding the colour process in InDesign
  - Creating, modifying and using swatches
  - Working with gradient and patterns
  - Working with spot and special colours
  - Working with transparency
- **Creating and Modifying Graphics**
  - Creating shapes in InDesign
  - Creating and modifying paths
  - Working with fill and stroke colours
  - Align, arrange and group objects
  - Locking and unlocking elements
  - Collecting and placing elements using the Convoy tool
- **Working with Images**
  - Placing images in InDesign
  - Using frames to add and modify images
  - Fitting images inside a frame
  - Modifying image quality
  - Creating custom frames using paths
- **Saving and Publishing Content**
  - Saving InDesign project
  - Packaging projects
  - Saving and exporting
  - Prepare for printing
  - Creating templates

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads
- InDesign Tutorials:
  - https://helpx.adobe.com/indesign/tutorials.html?filters=%7B%22topics%22%3A%5B%5D%2C%22level%22%3A%5B%5D%2C%22stage%22%3A%5B%5D%2C%22creative_fields%22%3A%5B%5D%7D

Other indicative reading
Career Path Courses:
- Become a Graphic Designer
- Become a Print Production Professional

- Visual Communication for Business Professionals
- Design a Typeface
- **Certiport Exam Tutorials:**
  - https://certiport.pearsonvue.com/Educator-resources/Exam-details/Exam-tutorials

- **LinkedIn Learning Courses:**
  - Cert Prep: Adobe Certified Associate - InDesign
  - InDesign 2021 Essential Training
  - InDesign: Beyond the Essentials

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Emotional Intelligence
Communication