

# Advanced Document Design

## Blended Course Outline

<b>Course ID</b>	COM270B	<b>Department</b>	Business		
<b>Course duration</b>	2 weeks	<b>Sessions</b>	6		
<b>In class hours</b>	20 hours	<b>Online hours</b>	20 hours	<b>Expected homework</b>	20 hours

### Course Delivery

<b>Prerequisites:</b>	COM200 Microsoft Word
<b>Instructional Methods:</b>	<input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Exercises / case studies <input checked="" type="checkbox"/> Demonstration <input checked="" type="checkbox"/> Group work <input checked="" type="checkbox"/> Presentations <input checked="" type="checkbox"/> Independent study
<b>Delivery Method:</b>	<input checked="" type="checkbox"/> In-class instruction <input checked="" type="checkbox"/> Online instruction
<b>Textbooks and Materials:</b>	<a href="#">The Non-Designer's Design Book, 4th Edition. Robin Williams. Published Nov 19, 2014 by Peachpit Press. ISBN-10: 0-13-396615-1.</a>
<b>Req. Equipment &amp; Technology:</b>	Computer with internet access, email account, Microsoft Office Suite (including Microsoft Publisher), and Adobe Creative Suite (including Illustrator and InDesign)

### Course Description

This course helps students acquire a core set of skills they can use to create and edit professional-quality documents using Microsoft Word, Microsoft Publisher, and Adobe InDesign. Using Microsoft Word, students will improve the appearance of a document, define formatting objects and settings, sort information, and publish their documents. Using Microsoft Publisher and Adobe InDesign, students will define the structure of a document, import content, work with text, images, and color, and prepare documents for print or export to pdf. By the end of the course, students will have experience creating clear and attractive document layouts for both print and digital distribution.

### Learning Outcomes

Upon successful completion of the course, students will be able to:

- Create professional-quality business documents using: Microsoft Word, Microsoft PowerPoint, Microsoft Publisher, and Adobe InDesign
- Describe, identify, and apply the four principles of design: proximity, alignment, repetition, and contrast
- Explain the importance of a company's visual identity and describe the contents of a style guide
- Design documents using color to look clear, attractive, and professional
- Design documents using varied type to look clear, attractive, and professional

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- Design document types relevant for business, including: business cards, flyers, newsletters, brochures, resumes, and advertising materials

### Topics of Instruction

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- Design Principles: proximity, alignment, repetition, contrast
- Company visual identities and style guidelines
- Designing with colour
- The essentials of typography
- Designing for: a package or brand, business cards, letterheads and envelopes, flyers, newsletters, brochures, advertisements, resumes
- Designing business documents in Microsoft Word, Microsoft Publisher, and Adobe InDesign
- Designing business presentations in Microsoft PowerPoint

### Course Assessment Criteria

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Assessment	Value
<b>Participation</b>	20%
<ul style="list-style-type: none"><li>• <b>In Class (10):</b> Attendance, Student engagement in classroom activities</li><li>• <b>Online (10):</b> Online discussion after each section and online quizzes</li></ul>	
<b>Group Project (Due Last Day)</b>	25%
<b>Assignments (3 *10)</b>	30%
<ul style="list-style-type: none"><li>• Business cards, Letterhead &amp; Envelope</li><li>• Brochure &amp; Postcard</li><li>• Newsletter &amp; Flyer</li></ul>	
<b>Final Exam</b>	25%
<b>Total</b>	<b>100%</b>

### Completion Requirements

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- Students must earn a grade value of 60% or higher grade to pass this Brighton course.
- An attendance rate of 80% or higher is required for each course.
- The submission of late assignments will not be accepted without advance approval. Students who apply for assignment re-assessment which will be approved or denied according to our re-assessment policy.