














Advanced Document Design

Blended Course Schedule

Course Schedule















Key:

-  = complete online
-  = complete in class

Course Content	Activities	Due Date
MODULE 1		
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Define the four principles of design: proximity, alignment, repetition, and contrast 2. Identify the execution of the four principles of design in a document and explain how their successful use improves clarity 3. Identify the areas where a document fails to execute one or more of the four principles of design and explain how this failure reduces clarity 4. Improve the clarity of a document’s existing layout by applying one or more of the four principles of design 5. Use Microsoft Word to design professional looking documents 6. Design a clear and attractive business card, letterhead and envelope 7. Define what is meant by a company’s “visual identity” and explain what kind of information is found in style guidelines <p>Topics: The four principles of design: proximity, alignment, repetition, contrast; company visual identities and style guidelines; Microsoft Word; designing a letterhead and envelope; Microsoft PowerPoint; designing a PowerPoint presentation; Adobe AI, Adobe ID</p>	<ul style="list-style-type: none">  Read chapters 1 to 5  Read chapter 8 (“Letterhead and envelopes” & “Business Card”)  Read assigned handout on company visual identities and style guidelines  View the Module 1 Online Lesson  Contribute to the online discussion: e.g. analyze several document designs and evaluate their effectiveness. Identify which design principles are being implemented or violated. 	
	<ul style="list-style-type: none">  Attend the in-class session; participate in and contribute to all class activities  Lab: Training and Designing in Microsoft publishers and Adobe Illustrator& InDesign  Students are divided into team of two or three for the Group Project. Teams will be picked a sample logo from a non-existing company (e.g. https://www.graphicsprings.com/logo-maker-samples) or created a sample logo from sketch. Then, they will be asked to design the rest of the company’s professional documents. 	
	<ul style="list-style-type: none">  Read chapter 6  Complete online quizzes  Complete Individual assignments 1 & 2: design a business card, 	








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	letterhead and envelope in software	
MODULE 2		
<p>Learning Objectives:</p> <ol style="list-style-type: none"> Describe the concept of colour relationships Identify warm and cool colors Explain the use of shades and tints in attractive design Explain the difference between CMYK vs RGB colour Demonstrate effective use of colour Use Microsoft Publisher to create professional looking documents Design a clear and attractive postcard Design a clear and attractive brochure <p>Topics: The use of color; Microsoft Publisher; designing business cards; designing flyers; designing brochures, Adobe Suite.</p>	<ul style="list-style-type: none">  Read chapters 7  Read chapter 8 Brochure & Postcard  View the Module 2 Online Lesson  Contribute to the online discussion: E.g. analyze the use of color on a business document and suggest a new design using your understanding of color relationships 	
	<ul style="list-style-type: none">  Attend the in-class session; participate in and contribute to all class activities  Lab: Training and Designing in Microsoft publishers and Adobe Illustrator& InDesign  Students will continue working on the Group Project with the team. 	
	<ul style="list-style-type: none">  Complete online quizzes  Complete individual assignments 3 & 4: design a Brochure and Postcard for your company 	
MODULE 3		
<p>Learning Objectives:</p> <ol style="list-style-type: none"> Demonstrate typographic best practices in business documents on the following topics: spacing after punctuation, quotation marks, apostrophes, dashes, special characters, accent marks, capitals, underlining, kerning, windows and orphans Differentiate between categories of type, including: Oldstyle, Modern, slab serif, sans serif, script, and decorative Describe how to combine typefaces for maximum effect 	<ul style="list-style-type: none">  Read chapters 9 to 12  View the Module 3 Online Lesson  Contribute to the online discussion: E.g. discuss the differences between categories of type and provide new examples 	
	<ul style="list-style-type: none">  Attend the in-class session; participate in and contribute to all class activities  Lab: Training and Designing in Microsoft publishers and Adobe Illustrator& InDesign 	

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<p>4. Use Adobe InDesign to create professional looking documents</p> <p>5. Design a clear and attractive flyer</p> <p>6. Design a clear and attractive newsletter</p> <p>Topics: Typographic principles: one space after punctuation, quotation marks, apostrophes, dashes, special characters, accent marks, capitals, underlining, kerning, windows and orphans; categories of type; how to combine typefaces; Adobe suite, Adobe InDesign; designing flyers; designing newsletters</p>	<p> Students will continue working on the Group Project with the team.</p>	
<p>MODULE 4</p>		
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Design a clear and attractive advertisement 2. Design a clear and attractive resume 3. Redesign a variety of different types of documents to improve clarity and attractiveness <p>Topics: Designing advertisements; designing resumes; redesigning documents</p>	<p> Read chapters 13 to 15</p> <p> View the Module 4 Online Lesson</p> <p> Complete assignments 7 & 8: design an advertisement using your program of choice, and design a resume using your program of choice</p>	
	<p> Attend the in-class session; participate in and contribute to all class activities</p> <p> Teams present their Group Projects to the class using a PowerPoint presentation and submit their collection of documents to the instructor in a portfolio online.</p> <p> FINAL EXAM</p>	

*This schedule is subject to change at the discretion of the instructor.