

**WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION**

COURSE TITLE: Advanced Design

COURSE NUMBER: DSN 401

MAJOR INSTRUCTIONAL GOALS:

Objective A: Students will learn essential principles and techniques for designing magazines and similar publications using InDesign.

A-1. Write appropriate headlines and body copy for their publication.

A-2. Find or create graphics that are appropriate for the publication.

B-1. Understand and demonstrate the use of style sheets and master pages in application.

B-2. Understand the effects of typography on layout.

Objective C: Understand commercial printing and its impact on digital files.

C-1. Understand 4-color process printing.

C-2. Understand how to prepare files for a commercial printer or e-publication.

C-3. Understand how to produce clean and correct digital files.

Objective D: Demonstrate basic skills to be a successful Media designer.

D-1. Understand and demonstrate that there are multiple ways to reach a desired design outcome.

D-2. Understand and demonstrate how keeping an open mind can enhance your abilities as a media designer.

D-3. Understand and demonstrate the importance to be flexible and to think outside the box.

III. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way.

Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the inst