

ICS 163 : Design for Print

Upon completion of this course, the student will (1) understand how to design professional print materials which integrate typography, images, space, and color theory; (2) be able to use desktop publishing software; (3) have developed familiarity with manipulating digital images; and (4) be able to produce materials such as business cards, fliers, brochures, and multi-page documents.

Credits 3

Lecture Hours 3

Recommended Preparation

Intermediate computing skills, including file management and common computer skills: cut, copy, paste, open/ save files, web search.

Course Outcomes

- Produce professional documents to meet business needs.
- Demonstrate awareness of design principles in the creation of projects from initial design to final production.
- Create projects from initial design to final production.