



Department of Communication Subject Syllabus

Subject Code : COMM08

Subject Title : Basic Design & Desktop Publishing

Subject Specification : For students in Communication and Business Faculty

Subject Overview : This course is designed for beginner desktop publishing users who want to create/produce, illustrate, evaluate, and design all business forms, reports, and other documents. Students will acquire communication skills through visual design, with the main emphasis of this course being desktop publishing and graphics skills. Students will learn to use design skills to produce press kits, magazines, posters, annual reports, and other documents that require design elements. Students will also learn how to design professional layouts with graphics and typography, create publications for print and cross-media publishing, and more.

Course Objectives : Students are encouraged to understand computer graphics software to create publications in their area of concentration.

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Able to explain the concept of computer graphics design for the needs of the business and industrial world.
- Skill : Students are able to operate Adobe Photoshop and Indesign software, and produce concepts for making logos, press kits, magazines, annual reports, as well as vector & digital imaging-based work designs.
- Attitude : Have adaptive and persistent behavior in facing challenges in every task given.

Course content :

Week	Topic
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1	Basic Design, Element and Structure
	Introduction Software
2	Make a Logo
	Logo + Stationery
3	Flyer
	Poster & Billboard
4	Evaluation and Preparation for Mid Test
	Magazine Internal part 1
5	Magazine Internal part 2
	Make a Venue Design, Uniform, Merchandise
6	Criteria for Intellectual Property Policy
	Project Collaboration
7	Project Collaboration
	Project Collaboration & Review
Final Examination	

Grading System

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In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

GPA of 0.00 – 1.99 = Fail

GPA of 2.00 – 2.49 = Pass

GPA of 2.50 – 2.99 = Credit

GPA of 3.00 – 3.49 = Merit

GPA of 3.50 – 4.00 = Distinction

Course Evaluation

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As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work

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Session	Title/Topic	Area Discussion	Activities
1	Basic Design, Element and Structure	1. Basic Design, Elements and Structure 2. Projects that will be chosen this semester. 3. Companies may provide services or products	Lecturer's presentation, Discussion, Practice in Computer Lab
	Introduction Software	Introducing the capabilities of Adobe Photoshop and Adobe Indesign (Menu, Tools, etc.).	Lecturer's presentation, Discussion, Practice in Computer Lab
2	Make a Logo	Study various kinds of logos as corporate identity	Lecturer's presentation, Discussion, Practice in Computer Lab
	Logo + Stationery	1. Any stationery criteria. 2. Application of logo to stationary.	Lecturer's presentation, Discussion, Practice in Computer Lab, Coursework 1
3	Flyer	Understanding flyers as the simplest promotional media	Lecturer's presentation, Discussion, Practice in Computer Lab
	Poster & Billboard	Understanding the differences between poster and billboard	Lecturer's presentation, Discussion, Practice in Computer Lab, Coursework 2
4	Evaluation and Preparation for Mid Test	Review from week 1-6	Lecturer's presentation, Discussion, Practice in Computer Lab
	Magazine Internal part 1	1. How to prepare page numbering, footnotes, columns. 2. What should be in the Content / Table of Contents.	Lecturer's presentation, Discussion, Practice in Computer Lab
5	Magazine Internal part 2	1. How to prepare Paragraph Styles. 2. Use of Indesign Menus & Tools	Lecturer's presentation, Discussion, Practice in Computer Lab, Coursework 3
	Make a Venue Design, Uniform, Merchandise	Create event venue designs, uniforms, merchandise, packaging. Then, move the design into the desired object.	Lecturer's presentation, Discussion, Practice in Computer Lab
6	Criteria for Intellectual Property Policy	1. How to use other people's work 2. How to register design work with IPR	Lecturer's presentation, Discussion,

			Practice in Computer Lab
	Project Collaboration	Project Collaboration for Final Test	Lecturer's presentation, Discussion, Practice in Computer Lab
7	Project Collaboration	Project Collaboration for Final Test	Lecturer's presentation, Discussion, Practice in Computer Lab
	Project Collaboration & Review	Project Collaboration for Final Test	Lecturer's presentation, Discussion, Practice in Computer Lab
8	Final Examination		

Final Assessment Guideline : The students have to create project collaboratively

References:

1. Adobe Press, Adobe Photoshop CS Classroom in a Book (2018 release), Adobe Press, 2017
 2. Adobe Press, Adobe Indesign CS Classroom in a Book (2018 release), Adobe Press, 2017
 3. Green, C (2004). Design it Yourself Graphic Workshop, A Step by Step Guide. Gloucester, Massachusetts: Rockport Publisher Inc.
 4. Dabner, D (2004). Design and Layout Understanding and USING Graphics. London: Quarto Publishing Plc
 5. Peterson, L.P (2003). Desig Basic for Creative Results, Cincinnati, Ohio: How Design Books
- Safanayong, Y (2006). Desain Komunikasi Visual Terpadu. Jakarta Barat: Arte Intermedia

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