

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

DESKTOP PUBLISHING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DESKTOP PUBLISHING	HR3252490	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Ahmet Serkan OKAY				
Name of Lecturer(s)	Lect. İslam ŞENSÖZ				
Assistant(s)					
Aim	The aim of this course is to make page design, to teach the techniques and to prepare the applications by using the tools that have become a necessity in desktop publishing with the current techniques of developing technology.				
Course Content	This course contains; Definition of desktop publishing. Tools used. Contribution of digital tools to design.,Design in desktop publishing,Introduction to page design,Design samples of various sizes. Page designs of materials such as books, magazines, posters, brochures, catalogs,Page editing, historical development and changes, picture and color, title, text, font, text structure,Page layout types, page sizes, formats.,Use of Adobe Applications,Page design considerations.,Page layout according to publication type, local examples, examples from the world.,Desktop publishing applications with Photoshop.,Layout applications with InDesign.,Page design on mobile (Adobe Comp),Adobe applications between workflow, synchronized work. Apps.,Adobe applications between workflow, synchronized work. Apps..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Students will be able to design the appropriate environment.			9	E	
Place the design in accordance with the content.			6	E	
Use auxiliary tools in desktop publishing			6	E	
Newspapers, magazines and so on. work in visual design discipline when designing pages.			6, 9	F	
Teaching Methods	6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Definition of desktop publishing. Tools used. Contribution of digital tools to design.	Related research			
2	Design in desktop publishing	Related research			
3	Introduction to page design	Related research			
4	Design samples of various sizes. Page designs of materials such as books, magazines, posters, brochures, catalogs	Related research			
5	Page editing, historical development and changes, picture and color, title, text, font, text structure	Related research			
6	Page layout types, page sizes, formats.	Related research			
7	Use of Adobe Applications	Related research			
8	Page design considerations.	Related research			
9	Page layout according to publication type, local examples, examples from the world.	Related research			
10	Desktop publishing applications with Photoshop.	Related research			
11	Layout applications with InDesign.	Related research			
12	Page design on mobile (Adobe Comp)	Related research			
13	Adobe applications between workflow, synchronized work. Apps.	Related research			
14	Adobe applications between workflow, synchronized work. Apps.				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
B. P. Lawler Masaüstü Yayıncılık ve Basım Kılavuzu 2- F. S. Mazlum, Masaüstü Yayıncılık/Tasarım ve Basım Teknolojisine Giriş