Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
JOU371	Desktop Publishing	5	3	0	0	3	3

Prerequisites	COM209
Admission Requirements	COM209

Language of Instruction	Turkish
Course Type	
Course Level	Bachelor Degree
Objective	"Periodical design" differs from other design disciplines with two significant goals embedded in the design process: Being periodical and legibility. These aspects complicate the design process and demands the design to have distinctive characteristics. Since both visual and haptic perception are involved in the evaluation of the design of a periodical, designers should know every step of the production process of periodical design. This course aims to provide knowledge on the entire production process of periodical design. In this course, besides the printing technologies and information on diverse paper types, basic principles of periodical design will be taught. The students will also be taught to use professional design tools. The students are expected to design a cover and a page prototype by referring to a conceptual framework presented by the lecturer.
Content	1. week: Desktop Publishing Process Paper and Size 2. week: Types of Print 3. week Tour to a Printing House 4. week Layout Design Adobe InDesign 5. week: Layout Design Adobe InDesign 6. week: Typograhy Adobe InDesign 7. week Typograhy Adobe InDesign 8. week: Colour Adobe InDesign 9. Cweek: Principles of Periodical Design 10. week: Use of Graphics in Periodical Design Adobe InDesign 11. week: QuarkXpress 12. week: QuarkXpress 13. week: Project 14. week: Project

References	- Ketenci, H. F. ve Bilgili, C. (2006) Yongaların 10000 Yıllık Dansı: Görsel İletişim ve Grafik Tasarım, Beta Yayınları.
	- Uçar, T. F. (2004) Görsel İletişim ve Grafik Tasarım, İnkılap Yayınları.
	- Becer, E. (2005) İletişim ve Grafik Tasarım, Dost Yayınları.
	- Lawler, B. P. (2006) Masaüstü Yayıncılık ve Basım Klavuzu, Alfa Yayınları.
	- Ambrose, G. ve Harris, P. (2005) Layout, Ava Publishing.
	- Ambrose, G. ve Harris, P. (2003) Fundamentals of Creative Design, AVA Publishing.

Theory Topics

Week	Weekly Contents
1	Desktop Publishing Process Paper and Size
2	Types of Print
3	Tour to a Printing House
4	Layout Design
5	Layout Design
6	Typograhy
7	Typograhy
8	Colour
9	Principles of Periodical Design
10	Use of Graphics in Periodical Design