Desktop Publishing (practice)

This course is recommended to MSc students who confidently use graphic software and Adobe programs. Practical tasks are built on theoretical sections. The distribution of theoretical and practical material is about 50-50%.

- Objectives; Structure of the thesis; Academic expectations for graduation thesis; The basic concepts of typography: fonts, layout, outlining, repetition, contrast, guide lines, white surfaces; "Font Catalog"
- Outlining, Layout, Repetition, Contrast in practice. Structural analysis of publications, brochures.
- Prelims (Title page, copyright, colophone). Font selection.
- Main text 1: Titles. Sections. Highlights. Place holder text (Lorem Ipsum).
- Main text 2: Bullets. Bibliography. Footnote / Endnote. References.
- Colours. Illustration 1: images, figures, diagrams.
- Illustration 2: Charts.
- Table of contents, PDF export; Print signs.
- Signs of correction.
- Design task 1: Traditional and creative CV, business card.
- Design task 2: Flyers.
- Design task 3: Covers (books, magazines, CD).
- Design task 4: Image (small).
- Design task 5: Series of diagrams.
- Types of newspapers; Structure of a newspaper; spread, size calculation.

Literature:
John Cruise: Adobe InDesign CS5 Classroom in a Book: The Official Training Workbook from Adobe Systems, 2010.
Garfield, Simon: Just My Type: A Book about Fonts
Gotham Books, 2012, ISBN 9781592407460
Robin Williams: The Non-Designer's Design Book, Peachpit Press Publications, 2008.

Suggested literature:
Okada, Alexandra, Buckingham Shum, Simon, Sherborne, Tony (Eds.): Knowledge
Cartography, Software Tools and Mapping Techniques
Springer, 2014