Course Syllabus

1. **Program of Study:** Bachelor of Arts Program (Communication Design)
   Faculty/Institute/College: Mahidol University International College

2. **Course Code:** ICCD 243
   Course Title: Design Technology II

3. **Number of Credits:** 4 (0-8-4) (Lecture-Lab-Self study)

4. **Prerequisite(s):** ICCD 242

5. **Type of Course:** Required Course

6. **Trimester/Academic Year:** Trimester II / Year 2

7. **Conditions:** Enrollment cap: 18 students

8. **Course Description:**
   An introduction to the general function-based Macintosh software for publication design including the incorporation of the graphics applications platform and the design process.

9. **Course Objectives:**
   After successful completion of this course, students will be able to:
   9.1 Use the software as a tool to aid in the publication design process.
   9.2 Apply the principles concerning the interaction of type, image, and basic composition at an intermediate level within the computing environment.
   9.3 Use various design methodologies in given design projects.

10.   Course Outline

Week	Topics	Hours			Instructor
		Lecture	**Lab**	**Self study**	
1	Intro to Basic Adobe InDesign CS	0	8	4	DB
2	Lecture – Basic Adobe InDesign CS (continued) Lab - Assign project#1 and work session for project#1	0	8	4	DB
3	Lab - Critique and work session for project#1	0	8	4	DB
4	Lecture – Basic Adobe InDesign CS (continued) and Page Layout Design Due Date: Project#1 Lab - Assign project#2 and work session for project#2	0	8	4	DB
5	Lab - Critique and work session for project#2	0	8	4	DB
6	Lecture – Multiple-Pages Layout Design (continued) Due Date: Project#2 Lab - Assign project#3	0	8	4	DB
7	Lecture – Preparation for printing and Printing Process Lab - Critique and work session for project#3	0	8	4	DB
8	Lecture – Printing Production and Material Usage Lab - Critique and work session for project#3	0	8	4	DB
9	Due Date: Project#3 Lab - Assign project#4	0	8	4	DB
10	Lab - Critique and work session for project#4 Field Trip: Printer – Printing Process	0	8	4	DB
11	Lab – Critique and work session for Project#4	0	8	4	DB
12	Project#4 Due / Final Presentation and Critique				DB
	Total	0	88	44	

11.   Teaching Methods
11.1 Lecture/Lab operation
11.2 Group discussion and critique session
11.3 Self-study

12.   Teaching Media
12.1 Textbook
12.2 Supplementary handouts
12.3 Presentation of images
12.4 Visual references

13.   Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:
13.1   Use the software as a tool to aid in the design process.
13.2   Apply the principles of the interaction of type, image, and basic
       composition at an intermediate level within the computing environment.

13.3   Use various design methodologies in given design projects.

Student achievement will be evaluated by means of:

Projects, Exercises, and Quizzes	60%
Technical Competence and Progress	20%
Presentation, Participation in discussions and critiques	20%
Total	**100%**

Student achievement will be graded according to College and University
standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14.   Course Evaluation
14.1 Students' achievement as indicated in number 13 above.
14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15.   References
Constance, S. (1998). *Great production by design.* Ohio: North Light Books, Inc.
Constance, S. (2000). *Pre-Press.* Massachusetts: Rockport Publishers, Inc.
Gruman, G. (2007). *Adobe InDesign CS bible*. Indianapolis: Wiley Publishing, Inc.
Adobe Press (2010). *Adobe InDesign CS: Classroom in a book*. California: Peachpit Press.
Hoftmann, A. (1965). *Graphic design manual: Principles and practice.* New York:
       Van Nostrand Reinhold.
Williams, R. (1996). *Beyond the Mac is not a typewriter*. California: Peachpit Press.

16.   Instructors
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17.   Course Coordinator
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