

# Adobe InDesign

Level 3: Student has explored previously; second pathway specific course

Pathway(s): Design & Multimedia Arts; Digital Media and Communication; Production and Managerial Arts; Web Design; Business and Marketing

## Description

This course concentrates on the high-end capabilities of Adobe InDesign as a print and digital media publication tool. Students explore a wide range of selection and manipulation techniques that can be applied to works for publication. The course competencies and outline follow those set out by the Adobe Certified Associate exam in Print and Digital Media Publications using Adobe InDesign.

## Student Learning Outcomes

### 1. Working in the Design Industry

- 1.1 Identify the purpose, audience, and audience needs for preparing images.
  - a. Determine whether content is relevant to the purpose, audience, and audience needs.
- 1.2 Communicate with colleagues and clients about design plans.
  - a. Demonstrate knowledge of techniques for communicating about design plans with peers and clients.
  - b. Demonstrate knowledge of basic project management concepts.
  - c. Determine the type of copyrights, permissions, and licensing required to use specific content.
  - d. Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.
  - e. Identify when and how to obtain permission to use images of people and locations.
- 1.3 Demonstrate an understanding of key terminology related to publications.
  - a. Demonstrate knowledge of publication terminology.
  - b. Demonstrate knowledge of how color is created in publications.
  - c. Understand and use key terms related to multi-page layouts.
- 1.4 Demonstrate knowledge of basic design principles and best practices employed in the design industry.
  - a. Communicate visually using the elements and principles of design and common design techniques.
  - b. Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability.
  - c. Define common photographic/cinematic composition terms and principles.

### 2. Project Setup and Interface

- 2.1 Create a document with the appropriate setting for web, print, and mobile.
  - a. Set appropriate document settings for printed and onscreen publications.
  - b. Create a document preset to reuse for specific project needs.
- 2.2 Navigate, organize, and customize the application workspace.
  - a. Identify and manipulate elements of the InDesign interface.

- b. Organize and customize the workspace.
- c. Configure application preferences.
- 2.3 Use non-printing design tools in the interface to aid in design or workflow.
  - a. Navigate a document.
  - b. Use rulers.
  - c. Use guides and grids.
  - d. Use views and modes to work efficiently.
- 2.4 Import assets into a project.
  - a. Open and use templates.
  - b. Place assets in an InDesign document.
- 2.5 Manage colors, swatches, and gradients.
  - a. Set the active fill and stroke color.
  - b. Create and customize gradients.
  - c. Create, manage, and edit swatches and swatch libraries.
- 2.6 Manage paragraph, character, and object styles.
  - a. Load and modify styles.

### 3. Organize Documents

- 3.1 Use layers to manage design elements.
  - a. Use the Layers panel to modify layers.
  - b. Employ best practices to effectively manage layers in a complex project.
  - c. Work with multiple layers.
  - d. Modify layer visibility and printability.
- 3.2 Manage and modify pages.
  - a. Create pages in a document.
  - b. Edit and customize pages.

### 4. Create and Modify Visual Elements

- 4.1 Use core tools and features to lay out visual elements.
  - a. Create frames using a variety of tools.
  - b. Place images in documents.
- 4.2 Add and manipulate text using appropriate typographic settings.
  - a. Use a variety of type tools to add typography to a design.
  - b. Use appropriate character settings in a design.
  - c. Use appropriate paragraph settings in a design.
  - d. Convert text to graphics.
  - e. Manage text flow across multiple text areas.
  - f. Use tools to add special characters or content.
- 4.3 Make, manage, and edit selections.
  - a. Make selections using a variety of tools.
  - b. Modify and redefine selections using various methods.
- 4.4 Transform digital graphics and media within a publication.
  - a. Modify frames and frame content.
  - b. Rotate, flip, and transform individual frames or content.
- 4.5 Use basic reconstructing and editing techniques to manipulate document content.

- a. Apply basic auto-correction methods and tools.
  - b. Use various tools to repair and reconstruct project content.
  - c. Evaluate or adjust the appearance of objects, frames, or layers using various tools.
  - d. Use the Story Editor to edit text within a project.
- 4.6 Modify the appearance of design elements by using effects and styles.
- a. Use effects to modify images or frames.
  - b. Create, edit, and save object styles.
- 4.7 Add interactive or dynamic content or media to a project.
- a. Add interactive elements and behaviors
  - b. Demonstrate knowledge of how to embed rich-media objects.
  - c. Identify and assign triggers for multimedia assets.
    - i. Key Concepts: rollover, click, automatic load, etc.
- 4.8 Create and edit tables.
- a. Create a table to display data.
  - b. Edit tables and cells.

## 5. Publishing Digital Media

- 5.1 Prepare documents for publishing to web, print, and other digital devices.
- a. Check document for errors and project specifications.
- 5.2 Export or save documents to various file formats.
- a. Save in the native file format for InDesign (.indd).
  - b. Save in appropriate formats for print or screen.
  - c. Print proof copies before publishing.
  - d. Package an InDesign Project.

Additional Notes: This document was created based on the [Exam Objectives for Print & Digital Media Publication Using Adobe InDesign CC \(2018\)](#)