



America's Career University®

School of Technology | Computer Graphics Dept.
Spring

Course title: Desktop Publishing

Course number: CGRA3050

Credit Hours: 4.5

Classroom Hours: 4 (per week)

Instructor: Elizabeth Marks

Office: Academic 209

Office Phone: 598-2514

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Office Hours: (by appointment)

Best Method For Contact: Email

Course Description

This course introduces the student to the fundamental principles of desktop publishing. Using current standard software, students will learn the essential design concepts used in desktop publishing. In-class lectures will revolve around the introduction of design theory and practical demonstrations. Students will be required to produce various types of documents using lab software. Students will be required to complete assignments outside of normal classroom hours, though some time may be devoted to working in class.

Take Note : This class requires the completion of projects OUTSIDE of class time using the Adobe In Design CS software. Unless you have access to a copy, or are using the 30-day free trial on your own machine, you will have to come into the labs to work. If you cannot commit to spending enough time in the labs to complete your projects, please do not take Desktop Publishing.

Course Outcomes

The student should be able to:

1. Recognize good and bad print design including the proper use of fonts, consistent alignment, and color- and be able to use these techniques to enhance layout
2. Proficiently lay out a variety of print documents.
3. Effectively utilize InDesign's features to enhance their work.
4. Have a basic understanding of typography and color printing techniques.
5. Work in a basic way with vector graphic tools.

Required Materials

-Adobe InDesign CS one-on-one by Deke McClelland (Deke Press/O'Reilly) ISBN: 0-596-00736-1

-USB drive (64 MB or higher) – available from JWU bookstore, CompUSA, Staples, Target, etc.

(Check out <http://www.bestwebbuys.com/books/>)

*Students must have these materials by Week 2 or risk being dropped from the class.

Additional References

(Useful, but not required)

- Design it Yourself: Logos, Letterheads, & Business Cards, by Chuck Green (ISBN: 1-56496-768-9)
- The Desktop Publisher's Idea Book, by Chuck Green. (ISBN: 0-679-78006-8)
- The InDesign Effects Book, by Ted LoCascio (ISBN: 0782144454) (fun!)
- Graphic Design on the Desktop, by Marcelle Lapow Toor (ISBN: 0471293075)

Printing

8.5 x 11 inch (Letter Sized) color prints are available for a small fee. Ask the Student Lab Assistants (SLAs), in their office on the 4th floor. (They're the folks in the green shirts.)

Once during the trimester you may be required to print professionally, off campus. Make sure you save around \$20 for this purpose during finals week.

Special Needs

Any student who has a need for test-taking or note-taking accommodation should feel free to come and discuss this need with me, or with the Department for Student Success. Some accommodations will require proper documentation.

Course Website:

<http://www.lizmarks.net/cgra3050/>

Check often. In-class materials, assignments, quiz review sheets, etc. will all be posted here.

Student Email:

Students are required to obtain and use a Johnson & Wales email account for University communication (<http://email.jwu.edu>). If you do not have a password for your email please dial 598-HELP

Persons other than registered students are not allowed to attend academic sessions, laboratory classes, computer labs, and other University academically supported areas.

Testing and Grading

Grading will be based on projects, homework assignments, class exercises, exams, and class participation. Each of these factors is described in detail below.

Basic Grading System:

Projects	35%
Homework	15%
Quizzes	15%
Final Project	25%
Course Participation	10%
Course grade:	100%

PROJECTS: Treat your projects seriously as they constitute the majority of your grade.

- Projects must be submitted as printouts with your name clearly written on them.
- All projects will be returned with corrections and comments on design quality and choices. Some of the comments are merely suggestions and should

be treated as such.

- Late submissions will be penalized 10pts per day of lateness (except in cases of emergencies and sickness.) and will be accepted only up until a week after they're due.
- In this class, effort or obvious lack of effort will effect your grade regardless of whether you fit all the technical requirements. So will design quality.

RESUBMISSION POLICY: One assignment (of your choosing) over the course of the trimester can be resubmitted within two weeks of its return with corrections performed. The new grade received will be averaged into your original grade.

Something important to note is that any comments on returned assignments are *not a complete guide to the changes that need to be made*- they are merely a starting point. You are encouraged to rework your design as much as you can based on the design principles we learn about, and any technical skills/ requirements you failed to master the first time.

You must wait at least two full class periods after the assignment is returned to resubmit it, in order to (hopefully) give you time to rethink your layout.

QUIZZES: Quizzes in this class are generally a combination of multiple choice and short answer and *may* allow the use of the program, book, or notes. Quizzes will be announced well in advance and a list of review topics will be provided..

If you miss a quiz due to absence you must have a doctor's note or other equivalent proof of need to miss it in order to make it up.

COURSE PARTICIPATION:

Class participation will be based on the following:

- (+/-) Attendance- the number of classes you miss (i.e. the percentage of classes you attend) divided by the overall number of classes.
- (+) Asking questions- ample opportunity will be given to ask questions after each section of material, and during as issues arise. Please take these opportunities. Attention will be paid to who asks questions and the quality of the questions in order to calculate c.p. grades.
- (+) Helping other students- if you're ahead, consider helping someone

who isn't. At times, I may request this of some students. You don't know how well you know something until you try and teach it.

- (-) Questions betraying an obvious lack of attention during class. I.E. asking how to do something that was just explained.
- (-) Talking in class, clearly surfing the web instead of paying attention, using AOL Instant Messenger at all. If you clearly are just in the classroom surfing the web or talking to friends and not participating- i.e. if you don't even have the software open- you will be asked to leave and marked absent for the class. This is departmental policy.
- (-) Excessive ringing of cell phones. Please turn these to the "silent" or "vibrating" setting when you enter the classroom. It is not appropriate to take calls during class time (even by leaving the room) unless there is a serious emergency. Let me know if you are an E.R. doctor on call.
- (+) Participation in critiques of projects.
- (+) Bringing in examples of print design in action are good for class participation points anytime- and so is bringing in examples of websites related to desktop publishing or emailing me the links.
- (+) Participating in discussion of these examples and in critiques of assignments.
- (+) Extra credit will be given for perfect attendance

CRITIQUES: Because this is such a big class we will do critiques on the due date of every project in the following way. Students, when they get to class should put their work up on the board to give everyone a chance to look at all of the pieces.

We will then exchange work and students will fill out a peer-evaluation form. Those students who do not have their work will be paired up with a student who does so that they will be given a chance to evaluate the work as well.

Attendance Policy

It is the policy of the university to drop a student from class after 3 absences. This includes both excused and unexcused absences. You are strongly advised to save these absences for illness or family emergency. Absences that are due to illness or family emergency will be included in this calculation, except in rare situations. Thus, a student

who "cuts" the class three times, and *then* has a documented illness, will be treated as though *all four absences* were "cuts."

- Three late arrivals to class are the equivalent of one absence.
- Do not email assignments to me if you miss class on a due date. They are late and should be turned in when you next attend class.

Attendance will be taken orally during the first few minutes of class. If you come in after attendance, you must make me aware at the end of class that you were here **ON THAT DAY**. Telling me you were late "yesterday" will not help.

*If you are more than 15 minutes late for class, you will be marked absent

If you have been absent because of an illness or family emergency, you should inform me of this fact *on the day you return to class or by email*. If you miss a class for any reason, you are required to get lecture and discussion notes from another student (do *not* ask me.) You are responsible for getting all handout material from the class website.

A student who misses an examination will not be permitted to take a make-up exam until s/he provides the professor with a written description of the illness or family emergency, or work obligation- i.e. doctor's note, note on company stationary. False writings will be treated as fraud, resulting in disciplinary action. (You must inform me on the next day of returning to class about making up the quiz.)

Community Service Option

If you are a sophomore or above, and would like to do your CS requirement with me, talk to me!

Academic Integrity

In order for a student's grade in this course to have any value, it must be based on the student's own work, free of any sort of cheating. Therefore, any type of plagiarism or cheating (which includes the use of any copies of tests or assignments from previous trimesters of this course) will be grounds for instant removal from the course, resulting in a "W" on the transcript. Where appropriate, a student who cheats or helps others to cheat may be subject to other disciplinary action.

(If a project shows obvious inconsistency with your previous work, you may be called in to recreate it in front of me and potentially another faculty member.)

Outcomes Assessment

Johnson & Wales University is committed to the Outcomes Assessment initiative. All faculty and students are, therefore, part of an ongoing study to determine and refine the effectiveness of instruction and learning. Names of individual students will not be used when reporting results.

Schedule

Schedules are tough because classes often move faster or slower than expected. This is an approximate schedule and it will probably be altered. Please take this merely as a rough outline of our class structure, but go by the class website for the work expected of you each week.

Topical Outline:

Week 1

Lesson 1: Navigating around InDesign – toolbox, palettes, rulers, document, pasteboard, menus, right-clicking, fill and stroke, layers, using help

Reading:

Week 2

Text, the basics. How to use frames, text blocks, editing etc.

Week 3

Typography! Choosing fonts, size, color. Tracking, leading, kerning, paragraph attributes.

Week 4

Lists, tables, special characters, etc. Introduction to grid basics.

Drawing in InDesign. Pen tool, pencil, fill, stroke, color, gradients.

Week 5

Continued from Week 4 if necessary.

Week 6

Intro to importing/modifying art. Text wrap, “Inline graphics”

Week 7

Transparency, effects (this stuff is fun).

Week 8

Text styles, Layers, Master Pages!

Week 9

PDFs, Printing press technology, preflight, packaging

Week 10

Review, anything we have not covered. Final project intensive, opportunity to get feedback on progress.

Week 11 (Exams)

