

Syllabus **ARTC 1413 Digital Publishing I — Summer 2009 11 Week Session—June 01 thru August 13**
Instructor **Priscilla Wicker and Martha Johnson**
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Course description

An introduction to the fundamentals of using digital layout as a primary production tool, and the basic concepts and terminology associated with typography and page layout. Topics include an overview of industry standard software for page layout and design and various methods of reproduction for print and electronic delivery. This course is an introduction to Adobe InDesign®, and other tools and skills used to prepare electronic pre-press art for print reproduction with a goal of economy, neatness and faithfulness to the designer's layout or written instructions. Material covered will include graphic terminology, type specification, and evolution of the printed piece from concept to final printed project. Lab fee.

Learning outcomes

The student will solve basic design problems related to advertising art by applying the fundamentals of page layout; define typographic terminology and specifications; import text and graphics into page layout programs; discuss file formats and file management.

Resources

software: Adobe InDesign CS4

hardware in labs: PowerMacs; 17" color monitors, scanners, color and black and white laser printers

library: Learning Resources Center Library ACC Northridge Campus, Bldg. 1000, 2nd floor and South Austin Campus, 2nd floor. Library subscribes to several monthly periodicals that deal strictly with the graphic arts.
<http://library.austincc.edu/w3/VCD/flashgal.htm>

Objectives

1. Develop knowledge & skill of document construction used in single and multicolored reproduction, using InDesign
2. Develop an understanding of the evolution of the printed piece.
3. Develop discipline in neatness, presentation, and accuracy of work.
4. Understand the terms and language of page layout and design.

Instructional materials

required text — *Exploring InDesign CS4*, Terry Rydberg

periodicals — Review on a regular basis: *Step Inside Design*, *Print Magazine* and *Communication Arts*

urls — www.stepinsidedesign.com, www.adobe.com, printmag.com, commarts.com,
<http://library.austincc.edu/w3/VCD/flashgal.htm>

Supplies (classroom section)

Exploring InDesign CS4, Terry Rydberg

e scale/pica ruler

Storage media (jump drive, flash drive)

Course methodology

Topics will be introduced through reading, instructor explanation, and the completion of chapter projects. Projects build the necessary skills for mastery of the chapter specific skills. Each module has a quiz which reinforces knowledge and vocabulary, with each module building on the skills from earlier modules. The projects will be evaluated and a gradesheet for each module will be sent to the student.

Course rationale

Digital Publishing 1 is an entry-level course that stresses real world production skills used by graphic designers and production personnel. Students learn how to use industry standard software, follow an art director's instructions, and how to communicate with other industry specialists. Design principles are reinforced through the development of each project. DP1 teaches the technical skills to make the students successful graphic design production personnel.

Attendance, withdrawals and classroom policies

Weekly announcements will be made available each week on Monday. All projects and quizzes are due on Sundays at midnight. Grades will be automatically lowered one letter grade for missed deadlines. No projects will be accepted two weeks past the due date. Follow the Semester Outline (below) for weekly schedule.

There is a grade sheet in each module. Follow to grade sheet to see where points will be earned. There are module objectives that count for points in addition to project points. In some modules if all the projects are not complete, not all the module objective points can be earned.

If you fall behind, you will receive several e-mail messages, but it is the student's responsibility to drop the class.

Grading

Projects will be graded primarily for accuracy (precise execution of instructions) and computer skills. Each project must be submitted to the instructor via instructions in Blackboard. Each module has a grade sheet available on Blackboard. Review these for an exact breakdown of grading criteria.

Naming Convention

Following a prescribed naming convention is important. Use the **first four letters of your last name then the name of the exercise or project**. Everything submitted to the Gradebook or Dropbox must use the naming convention. For instance, the first project in Chapter 4 submitted by Priscilla Wicker would be named **wick_04A.indd**

Grading scale

90 – 100 = A

80 – 89 = B

70 – 79 = C

60 – 69 = D (not passing)

59 or below = F (not passing)

Weighted grade distribution

Projects — 80%

Quizzes — 10%

Exams (Midterm & Final) — 10%

Passing grade policy

Grade C or better. Effective September 2005 no D's will be accepted as a passing grade within the Visual Communication Department courses. Students receiving a grade of D must retake the course to receive credit and to progress to the next level course. Students who made a D prior to September 2005 will be allowed to proceed to the next level course.

Semester Outline

Class	Content	Reading and Tests	Homework/Projects
Week 1–Module 1 The InDesign Workspace	<ul style="list-style-type: none"> • Introduction • Review syllabus • Work through basic tools and user interface 	Read Chapter 1 Study Review Questions Take Quiz	01A Robot
Week 1–Module 2 Type, Tools, and Terms	<ul style="list-style-type: none"> • Using frames • Character and Paragraph formatting control panels • Modify text in frames • Insert glyphs 	Read Chapter 2 Study Review Questions Take Quiz	02B Using Markup 02C Using Text Frame Options 02D Mastering Stroke and Fill 02F Reedy Florist 02E Fall Sale—extra credit
Week 2–Module 3 The Fine Art of Setting Type	<ul style="list-style-type: none"> • Anatomy of type • Reading hidden characters • Paragraph formatting features • Use hyphens and dashes correctly • Calculate line measure 	Read Chapter 3 Study Review Questions Take Quiz	03 Font ID 03B Wedding Invitation 03C Desserts Menu 03D Production Sequence 03E Reading Markup—extra credit
Week 3–Module 4 Combining Type and Images	<ul style="list-style-type: none"> • Locate, lock, move zero point • Use coordinate system • Create multi-column and linked text frames • Place, scale, crop images • Place text, check spelling, apply paragraph rules, use tracking 	Read Chapter 4 Study Review Questions Take Quiz	04A Coordinates 04B Beautiful Morning Tea Room 04C Anna Sanchez 04D Monsters Poster 04E Yearbook Flyer—extra credit
Week 4–Module 5 Tabs and Tables	<ul style="list-style-type: none"> • Identify and apply tab settings • Specify tab leaders • Use Indent to Here • Build and modify a table • Create a table from prepared text 	Read Chapter 5 Study Review Questions Take Quiz	05A Tabs Workout 05B Family History 05C Fun in the Sun 05D Regional Football League 05E Blue Fire 05F Tabs Demo, 05 Grades, 05 Names—extra credit

<p>Week 5—Module 6 Grids, Guides, and Aligning Objects</p>	<ul style="list-style-type: none"> • Create document presets, bleeds, and slugs • Place, remove, modify guides • Create publication and baseline grid • Align and distribute objects • Manage object layers and group elements • Copy, cut, paste, paste into, paste in place 	<p>Read Chapter 6 Study Review Questions Take Quiz</p>	<p>06B CD Cover, 06 Builder's Update 06 Plum Creek 06D Öh Design 06E Bill Stuffer, 06C Desserts Menu —extra credit</p>
<p>Week 6—Module 7 Managing Elements: Text Wrap and Layers</p>	<ul style="list-style-type: none"> • Apply text wrap • Create inline graphics • Manage document layers • Create transparency and feathering • Set fractions 	<p>Read Chapter 7 Study Review Questions Take Quiz</p>	<p>07A Poster, 07 Cookie Recipe 07B Invitation, 07 Convergence CD 07C Raffle Ticket 07D Stock Market—extra credit Midterm Part 1 & Part 2</p>
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<p>Week 7—Module 8 Type Continuity: Applying Styles</p>	<ul style="list-style-type: none"> • Review midterm exam & project • Prepare text files for publication purposes • Use the Pages panel • Use Eyedropper tool • Create styles • Use an object library 	<p>Read Chapter 8 Study Review Questions Take Quiz</p>	<p>08 Healthy Pets Chapter Project 08A Anatomy of a Printed Page</p>
<p>Week 8—Module 9 Page Continuity: Master Pages</p>	<ul style="list-style-type: none"> • Create multiple master pages • Set up automatic page numbering, jump and continuation lines • Insert, duplicate, remove pages • Create an object library • Manage document pages using the Pages panel 	<p>Read Chapter 9 Study Review Questions Take Quiz</p>	<p>09 Baseball Digest Chapter Project 09A Zaffinni's Mediterranean Dining 09B Australia Family Adventure</p>
<p>Week 9—Module 10 Business Forms</p>	<ul style="list-style-type: none"> • Create business forms that are functional, well-designed, and effective • Consider printing, paper, and finishing processes when designing business forms • Use lining and old-style figures • Typeset academic degrees, acronyms, and titles • Design newspaper advertisements according to specifications 	<p>Read Chapter 10 Study Review Questions Take Quiz</p>	<p>10A Letterhead 10B Envelope 10C Business Card 10D Yellow Pages Ad 10E Newspaper Display Ad 10F Client Information form 10G Table—extra credit</p>
<p>Week 9—Module 11 Designing with Type</p>	<ul style="list-style-type: none"> • Use Type on a Path tool • Use Pathfinder Tool • Create gradient blends • Create inline frames 	<p>Read Chapter 11 Study Review Questions Take Quiz</p>	<p>11 Bitter Apple Chapter Project</p>
<p>Week 10 & 11—Module 12 (project continuation in Module 13) Production Essentials</p>	<ul style="list-style-type: none"> • Specifying color • Additive and subtractive color • Spot and process color • The Color and Swatches panels • Transferring undefined colors and gradients to Swatches panel • The Links panel • Packaging documents PDF handout 	<p>Read Chapter 12 Study Review Questions Take Quiz</p>	<p>12A Gibraltar Metro Bank 12B Voyage Galápagos, package file before zipping and uploading</p>

SCANS competencies

- 1.1 Manages Times
- 2.1 Participates as a Members of a Team
- 3.0 Information
 - 3.1 Acquires and Evaluates Information
 - 3.2 Organizes and Maintains Information
 - 3.3 Uses Computers to Process Information
- 4.0 Systems
 - 4.1 Understands Systems
 - 4.2 Monitors and Corrects Performance
 - 4.3 Improves and Designs Systems
- 5.0 Technology
 - 5.1 Selects Technology
 - 5.2 Applies Technology to Task
 - 5.3 Maintains and Troubleshoots Technology
- 6.0 Basic Skills
 - 6.1 Reading
 - 6.4 Mathematics
 - 6.5 Listening
 - 6.6 Speaking
- 7.0 Thinking Skills
 - 7.1 Creative Thinking
 - 7.2 Decision Making
 - 7.3 Problem Solving
 - 7.4 Mental Visualization
 - 7.5 Knowing How to Learn
 - 7.6 Reasoning
- 8.0 Personal Qualities
 - 8.1 Responsibility
 - 8.2 Self-Esteem
 - 8.3 Sociability
 - 8.4 Self-Management
 - 8.5 Integrity/Honesty

Academic freedom

"Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions."

Scholastic dishonesty

VisCom classes rely upon electronic files shared between computers. Warning! Because of recent incidences of students submitting other students' work, the VisCom department has implemented a system to detect and technologically document plagiarism. If plagiarizing is suspected, the student will be referred to the department chair for consultation. Penalties levied may vary from grade reduction to expulsion from the College.

From the Student Handbook:

"Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework. Academic penalties include grade penalties, withdrawal from the course, requirement that specific course work be redone, requirement that extra course work is done, and/or that certain course work be done under circumstances different from those previously announced or those required of other students in the class."

Students with disabilities

The Office for Students with Disabilities (OSD) assists students with documented disabilities to access ACC's educational resources by providing reasonable and appropriate accommodations. To request accommodations, students must submit appropriate diagnostic documentation to the OSD supervisor at their primary campus. Students attending multiple campuses must meet with the OSD supervisor at each campus where accommodations are needed. Accommodations must be requested before each semester they are needed. NOTE: Students are urged to apply for accommodations at least three weeks before the start of each term. (ACC Student Handbook, 2006-2007, pg. 20.) All requests for accommodations must be presented to the instructor during the first week of class.