

# Digital Publishing 2

43182 | ARTC 2413-001

South Austin Campus, Room 1212, Monday & Wednesday 12–2:40 pm

Spring 2012

**Instructor:** Priscilla Wicker

**Office Hours:** Monday & Wednesday 10–12am & 2:40–4:10pm

Tuesday & Thursday: 10am–4pm online; log in at <http://webconnect.austincc.edu/r69306203>

Or by appointment

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## Course Description

Layout procedures from thumbnails and roughs to final comprehensive and printing; emphasis on design principles for the creation of advertising and publishing materials, and techniques for efficient planning and documenting projects. Emphasis on the effective use of a variety of stylistic approaches to visual communication and the development of effective work habits and studio skills. Advanced projects using computer programs InDesign, Illustrator and PhotoShop with an emphasis on preparing electronic pre-press art for print reproduction, 4-color separation, special effects, stages of the production process, printing economy, and comprehensive application of printing papers.

## Course Rationale:

Digital Publishing 2 is an advanced print production course that teaches skills used by graphic designers, utilizing the most appropriate software for the task at hand. This course incorporates the full print production Adobe Suite: InDesign, Photoshop, Illustrator, and Acrobat to complete typical industry projects using best practices for efficient production. It is a prerequisite for ARTC 2472 Pre-Certification for Graphics Arts. It is a required course in the Graphic Design and Graphic Arts Technology degree plans.

## Course Prerequisites:

ARTC 1413 Digital Publishing 1

ARTC 1402 Digital Imaging 1

*highly recommended:* GRPH 1359 Vector Graphics for Production

## Required Texts/Materials:

*From Design Into Print, Preparing Graphics and Text for Professional Printing*, Sandee Cohen ISBN -13: 978-0-321-49220-3

E-scale/pica ruler

Black presentation board 16 x 20"

Adhesive such as Studio Tac or a glue stick

Media storage such as jump drive

## Student Learning Outcomes:

Course Student Learning Outcomes

Upon successful completion of this course, students will be able to

- Evaluate printers' specifications
- Recognize the relationship between ppi, resolution, and line screen
- Identify total ink coverage and ink limits
- Construct and employ InDesign libraries, style sheets and master pages
- Assemble projects demonstrating use of industry standard software
- Construct printable advertising and business material
- Evaluate projects to setup color mode: CMYK or spot color
- Practice working with printers and compare printer's bids
- Compare paper qualities
- Interpret color separations
- Assemble elements from Illustrator (map and logo) and Photoshop (duotones, clipping paths) to combine in InDesign
- Manage a work schedule and prepare an invoice
- Complete an interactive PDF, PDF proof, and print quality PDF.

## Program-Level Student Learning Outcomes:

Upon successful completion of the graphic design program, students will be able to

- Summarize design principles, concepts, styles and terminologies.
- Demonstrate skill in tools and techniques for graphic production
- Apply production principles to independently solve design problems.

## Secretary's Commission on Achieving Necessary Skills (SCANS):

SCANS Competencies

### 1.0 Resources

1.1 Manages Time

### 2.0 Interpersonal

2.1 Participates as a Member of a Team

2.2 Teaches Others: Helps others to learn.

### 3.0 Information

3.1 Acquires and Evaluates Information

3.2 Organizes and Maintains Information

3.3 Uses Computers to Process Information

### 5.0 Technology

5.1 Selects Technology

5.2 Applies Technology to Task

5.3 Maintains and Troubleshoots Technology

SCANS Foundation Skills

### 6.0 Basic Skills

6.1 Reading

6.3 Arithmetic

6.5 Listening

6.6 Speaking

### 7.0 Thinking Skills

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

For expanded details on the above SCANS Competencies please visit: <http://www.austincc.edu/mkt/scans.php>

## Instructional Methodology:

Topics will be introduced through lectures and the completion of exercises. Exercises build the necessary skills for mastery of each project step. Each project is broken down into weekly steps. Steps need to be corrected before submitting the subsequent step. When the final project is submitted it should be error free. Quizzes will cover each of five sections of the textbook. Additionally there is an InDesign quiz.

## Grading System:

You will receive a review/grade with each module. Exercise grades are 10-25% of the project grade. Projects along with attendance, participation and presentation contribute to your final grade for the class.

90 – 100 = A

80 – 89 = B

70 – 79 = C

60 – 69 = D (not passing)

59 or below = F (not passing)

Weighted grade distribution

Projects (4) — 70%

Quizzes (6)— 15%

Exam (1) — 15% each (10% on practical, 5% on written)

## Passing Grade Policy

Effective September 2005, D's are not 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.

## Course Policies:

**Attendance/Participation** - Regular and punctual class and laboratory attendance is expected of all students. If attendance or compliance with other course policies is unsatisfactory, the instructor may withdraw students from the class.

If for any reason you're unable to come to class, you will be counted as absent. You are allowed 4 absences. There is no distinction between an excused or unexcused absence, so use your absences meaningfully and sparingly. You are counted absent if:

- you are not in class
- you leave the class early
- you get to class extremely late

At your fifth absence, you will fail the class and should withdraw from the course. If your fifth absence happens past the final withdrawal date of the semester, then your final grade will be lowered one letter grade for each subsequent absence. If you decide to withdraw from the course, it is your responsibility to officially withdraw yourself from the class through admissions and records. If you do not withdraw from the class, you will receive an F.

## Withdrawal

It is the responsibility of each student to ensure that his or her name is removed from the roll should he or she decide to withdraw from the class. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she should also verify that the withdrawal is submitted before the Final Withdrawal Date. The student is also strongly encouraged to retain their copy of the withdrawal form for their records.

Students who enroll for the third or subsequent time in a course taken since Fall, 2002, may be charged a higher tuition rate, for that course. State law permits students to withdraw from no more than six courses during their entire undergraduate career at Texas public colleges or universities. With certain exceptions, all course withdrawals automatically count towards this limit. Details regarding this policy can be found in the ACC college catalog.

### **Missed or Late Work -**

Assignments are due Friday at 5 pm. If turned in after that, the project is late. I will lower a project by 10 points. Two weeks after the deadline, assignments and quizzes are not accepted and you will receive a zero.

### **Incomplete**

An instructor may award a grade of "I" (Incomplete) if a student was unable to complete all of the objectives for the passing grade in a course. An incomplete grade cannot be carried beyond the established date in the following semester. The completion date is determined by the instructor but may not be later than the final deadline for withdrawal in the subsequent semester.

An incomplete (I) will be granted to a student in extremely rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course completion that occur after the deadline to withdraw with a grade of W.

### **Scholastic Dishonesty**

A student attending ACC assumes responsibility for conduct compatible with the mission of the college as an educational institution. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examinations, placement assessments, tests, quizzes, and evaluations. Actions constituting scholastic dishonesty include, but are not limited to, plagiarism, cheating, fabrication, collusion, and falsifying documents. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an "F" in the course and/or expulsion from the college. See the Student Standards of Conduct and Disciplinary Process and other policies at <http://www.austincc.edu/current/needtoknow>

### **Copyright**

The software programs used in the labs are licensed to the college, which is the original purchaser. Thus students cannot duplicate the software for their personal use. Do not use college equipment to duplicate software for other students or to produce work-for-profit.

Do not download, copy or scan copyrighted material for use in your projects unless it meets the Fair use guidelines below and the copyright holder is properly credited.

Fair use is an important element of U.S. copyright law that allows for the use of copyrighted work without asking permission of the copyright holder, especially when the copyrighted work is used for criticism, scholarship, and education. Under the Fair Use guidelines students may:

- Incorporate portions of copyrighted materials when producing a project for a specific course; and
- Perform and display their own projects and use them in their portfolio or use the project for job interviews or as supporting materials for application to other schools.

For more information on Fair Use see [http://en.wikipedia.org/wiki/Fair\\_use](http://en.wikipedia.org/wiki/Fair_use)

### **Student Rights and Responsibilities**

Students at the college have the rights accorded by the U.S. Constitution to freedom of speech, peaceful assembly, petition, and association. These rights carry with them the responsibility to accord the same rights to others in the college community and not to interfere with or disrupt the educational process. Opportunity for students to examine and question pertinent data and assumptions of a given discipline, guided by the evidence of scholarly research, is appropriate in a learning environment. This concept is accompanied by an equally demanding concept of responsibility on the part of the student. As willing partners in learning, students must comply with college rules and procedures.

### **Privacy policy**

The Family Educational Rights and Privacy Act protects confidentiality of your educational records. Grades cannot be given over the phone, posted, over non ACC e-mail, or through a fellow student.

### **Statement on Students with Disabilities**

Each ACC campus offers support services for students with documented disabilities. Students with disabilities who need classroom, academic or other accommodations must request them through the Office for Students with Disabilities (OSD). Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of the semester, otherwise the provision of accommodations may be delayed.

Students who have received approval for accommodations from OSD for this course must provide the instructor with the 'Notice of Approved Accommodations' from OSD before accommodations will be provided. Arrangements for academic accommodations can only be made after the instructor receives the 'Notice of Approved Accommodations' from the student.

Students with approved accommodations are encouraged to submit the 'Notice of Approved Accommodations' to the instructor at the beginning of the semester because a reasonable amount of time may be needed to prepare and arrange for the accommodations.

Additional information about the Office for Students with Disabilities is available at <http://www.austincc.edu/support/osd/>

### **Safety Statement**

Austin Community College is committed to providing a safe and healthy environment for study and work. You are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies. Additional information on these can be found at <http://www.austincc.edu/ehs>. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the Emergency Procedures poster and Campus Safety Plan map in each classroom.

Additional information about emergency procedures and how to sign up for ACC Emergency Alerts to be notified in the event of a serious emergency can be found at <http://www.austincc.edu/emergency/>.

Please note, you are expected to conduct yourself professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual will be dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities.

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### **Use of ACC Email Communication**

All College e-mail communication to students will be sent solely to the student's ACC email account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify you of any college related emergencies using this account. Students should only expect to receive email communication from their instructor using this account. Likewise, students should use their ACC email account when communicating with instructors and staff. Instructions for activating an ACC email account can be found at <http://www.austincc.edu/accmail/index.php>.

### **Cell phone policy**

Students are not allowed to have their cell phone on in classroom during scheduled class times. Students may check messages during their break as long as their phone calls don't cause the student to return from break late. During an emergency situation, the student should notify the instructor. Instructors will use their discretion to determine an emergency situation. (Students may be able to set phone to vibrate, and leave the classroom to receive an emergency call.) Dept of Visual Communication Policy & Procedure Manual.

### **Student And Instructional Services:**

ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these services and support systems is available at: <http://www.austincc.edu/s4/>. Links to many student services and other information can be found at: <http://www.austincc.edu/current/>. ACC Learning Labs provide free tutoring services to all ACC students currently enrolled in the course to be tutored. The tutor schedule for each Learning Lab may be found at: <http://www.austincc.edu/tutor/students/tutoring.php> For help setting up your ACCeID, ACC Gmail, or ACC Blackboard, see a Learning Lab Technician at any ACC Learning Lab.

