

Digital Publishing I

43162 ARTC 1413-002

South Austin Campus, Room 1212, Monday & Wednesday 9–11:40 am

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

Office Location: South Austin Campus, Room 1213.1

Phone: 512-223-9268

Email: pwicker@austincc.edu

Website: <http://www.austincc.edu/pwicker>

Course Description

The fundamentals of using digital layout as a primary publishing 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. An introduction to 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.

Course Rationale:

Digital Publishing 1 is a foundation course that teaches production skills used by graphic designers. It is a prerequisite for ARTC 1427 Typography and ARTC 2413 Digital Publishing 2. It is a required course in the Graphic Design and Graphic Arts Technology degree plans.

Course Prerequisites:

None

Required Texts/Materials:

Exploring InDesign CS5, Terry Rydberg, ISBN -13: 978-1-111-13032-9

E-scale/pica ruler

Black presentation board 16" x 20"

Media storage such as jump drive

Student Learning Outcomes:

Course Student Learning Outcomes

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

- Apply fundamentals of page layout
- Use typographic terminology and specifications
- Practice importing text and graphics into page layout programs
- Discuss file formats and file management.
- Integrate tools and techniques analyzing elements to produce final product
- Interpret art director's instructions
- Communicate with industry specialists
- Apply real world production skills used by graphic designers and production personnel
- Appraise basic design problems related to advertising art
- Differentiate CMYK and spot color in single and multicolored reproduction
- Develop discipline in neatness, presentation, and accuracy of work
- Define the terms and language of page layout and design.

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 reading, lectures, 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 the student will receive a gradesheet for each module.

Grading System:

You will receive a grade with each module. Grades will be computed on a 100 point scale. Projects along with attendance, participation and presentation contribute to your final grade for the class.

90 – 100 = A	Weighted grade distribution
80 – 89 = B	Projects — 60%
70 – 79 = C	Quizzes — 10%
60 – 69 = D (not passing)	Review Projects — 10% each
59 or below = F (not passing)	

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:

- I will answer emails by noon of each day. If I get your email after noon, you will get a response from me on or before the following noon. I will not normally answer emails over the weekend from 5:00pm Friday to 8:00am Monday.
- I will only answer questions from your official ACC email account to mine.
- I will answer questions posted on Discussion Board Help thread by each day by noon, Monday-Friday.
- I will grade and return your projects on or before Tuesday by midnight.
- I will be available for online contact from 10:00am–3:00pm Tuesdays and Thursdays. log in at <http://webconnect.austincc.edu/r69306203>

Attendance Online Class:

The online class allows the student to work through the weekly projects at any time. Projects are due at 5 pm on Fridays. Follow the course outline for specific weekly deadlines. All material is in Blackboard and you will complete assignments outside of class. A late penalty is ten points. Projects and quizzes will not be accepted two weeks after their due date. If the student falls behind you will be given several email notices, but it is the responsibility of the student to officially drop the class.

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

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.

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 immediately dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities.

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.

Course Outline/Calendar:

