

SYLLABUS

COM 2428 01 Desktop Publishing Fall 2017

2 - 3:15 p.m. Mondays/Wednesdays, 118 St. Mary's Hall (Macintosh Lab)
Instructor: Karen Plesur (650) 508-3614, kplesur@ndnu.edu

Required Material

USB drive.

Premise

This class is intended to provide students with all the skills needed to create (or recreate) a variety of page layout documents — flyers, newsletters, print ads, newsletters, letterheads (business systems), brochures, etc. using InDesign CS6, the top-industry standard page layout program. Shortcuts will be presented but students will be free to use whatever methods they prefer to achieve the desired outcome. Basics of page design will be introduced along with the skills to accomplish them.

Mechanics

This is a hands-on class. Students will be expected to have their USB drive with them at every class session. Each new concept will be presented Monday and an exercise, project and/or quiz will follow on Wednesday. This class will follow a step-by-step process that gives you usable amounts of information in “byte-size” pieces; each assignment builds on what you have already learned. Teaching methods combine presentation, examples and discussion with considerable hands-on production and personal feedback.

Learning Outcomes

By the end of the semester students will be able to:

- Students will master the use of emerging technologies in desktop publishing
- Students will develop the ability to execute all the basic functions of page layout
- Students will develop the ability to design and execute flyers, newsletters, letterheads, etc., incorporating both text and graphics and use a variety of shortcuts and time savers
- Students will understand (and use correctly) printing terminology
- Students will master the use of color effectively, recognize and demonstrate the fundamentals of good design
- Students will learn how to export InDesign documents for print and/or interactivity
- Students will build on these skills and start to develop an individual portfolio

Academic Honesty: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

Students with Disabilities: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist may be contacted directly at 650-508-3670.

Syllabus Updates: Course syllabus and schedule are subject to change. You will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

Class Attendance: A commitment of your time to this course is essential. You are responsible for any assignment made during class in your presence or absence. Non-attendance or lack of participation in the class will be considered during the grading process. **Four absences are allowed per semester without affecting grade.**

You will also be assigned out-of-class projects and may need to work on your projects during scheduled open lab times - the Mac Lab open hours are posted

Late Homework: Assignments are deadline driven and expected to be completed and submitted on due dates. **Assignments not turned in on time are considered late and will result in a lowered grade.**

Grade/Point Conversion

A	100	A+	99-94	A	93-90	A-
B+	89	B	88-84	B	83-80	B-
C+	79	C	78-74	C	73-70	C-
D+	69	D	68-64	D	63-60	D- F 59 or <

Topics And Assignments *(this is a loose schedule and will most likely change)*

Weekly Dates:

August 28/30	Introduction to InDesign workspace and basic tools of InDesign, Starting a document, Adding/editing text
Sept. 6	Holiday on Sept. 4/Class meets Sept.6
Sept. 11/13	Formatting character/paragraph
Sept. 18/20	Formatting Objects
Sept. 25/27	Graphics and Color
Oct. 2/4	Master pages/ Styles
Oct. 9/11	Cool tips and tricks
Oct 16/18	MIDTERM EXAM ON OCT. 16/Class meets Oct. 18
Oct. 23/25	Photoshop/Photos
Oct. 30/Nov. 1	Interactive Documents
Nov. 6/8	Output for Print
Nov. 13/15	Working on projects
Nov. 20/22	Working on projects
Nov. 27/28	Working on projects
Dec. 4 or 6	Working on projects
Dec. 11	FINAL EXAM

Credit Hours

Hours in Class	45
Hours in Lab outside of class	25
Research/Homework	20
Total	90

This course the fulfills the communication program learning outcome concerning proficiency in technology.

2017-18 Course Evaluation Schedule-Fall 2017 Semester/Term II: December 4 - 22 (og in to the Campus Portal and follow the links)

