Angelina College
Fine Arts Division
ARTC 1413 – Digital Publishing I
Instructional Syllabus

I. **COURSE DESCRIPTION:** This is a four-hour credit course that focuses on the fundamentals of using digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout.

　　INTENDED AUDIENCE: This course targets graphic arts majors, but anyone interested in learning more about layout design would benefit from the course.

　　INSTRUCTOR: Jan Anderson-Paxson, classroom HH 103: 3:40 p.m. to 6:30 p.m.
　　Office Location: HH, Room102A
　　Office Hours: M/W 9:30 a.m.-11:00 a.m., T/Th 3:00 pm.-5:00 p.m.
　　Fridays by appointment
　　Phone: 936-633-5425
　　E-mail address: jpaxson@angelina.edu

II. **INTENDED STUDENT OUTCOMES:**
A. **Core Objectives for this course –**
1. **Critical Thinking –** to include creative thinking, innovation, inquiry, analysis, evaluation and
synthesis of information.
2. **Communication –** to include effective development, interpretation and expression of ideas through written, oral and visual communication.
3. **Personal Responsibility –** to include the ability to connect choices, actions and consequences to
ethical decision-making.

END OF COURSE OUTCOMES: Apply fundamentals of page layout; define typographic terminology and specifications; import text and graphics into page layout programs; discuss file formats and file management techniques.

B. **Course Objectives –**
Foundation Skills:
a. **Basic Skills:** A worker must read, write, perform arithmetic and mathematical operations, listen, and speak effectively.
b. **Thinking Skills:** A worker must think creatively, make decisions, solve problems visualize, know how to learn, and reason effectively.
c. **Personal Qualities:** A worker must display responsibility, self-esteem, sociability, self-Management, integrity, and honesty.
Workplace competencies:
a. **Resources:** A worker must identify, organize, and allocate resources effectively.
b. **Interpersonal Skills:** A worker must work with others effectively.
C. **Information:** A worker must be able to acquire and use information.
d. **Systems:** A worker must understand complex interrelationships.
e. **Technology:** A worker must be able to work with a variety of technologies.

D. **Course Objectives -**

1. To learn the terms and fundamentals of layout design.
2. To gain experience in layout by creating a variety of publications such as Advertisements, newspaper and magazine layouts, etc.
3. To analyze and learn how to use typography effectively.
4. To learn the basics of Adobe Indesign, a leading page-layout program.
5. To learn how to use color effectively, as well as understanding how to design within a budget.

III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES:

A. **Assessment for the Core Objectives –** *(Interim)*

1. **Critical Thinking:** Students must be able to analyze and synthesize discussed material in order to perform well on required exams and course projects.
2. **Communication:** Students must communicate through their layout designs varies concepts learned during the course. Students must also present an oral presentation analyzing a publications' use of type and layout.
3. **Personal Responsibility:** Students must make ethical choices in the use of all material designed for a publication intended for the public.

A. **Assessments for the Exemplary Objectives Specific to the Course –**
N/A

B. **Assessments for Objectives to the Course -**

Foundation Skill:	a., b.	Same as #1, #2, #3, above
	c.	Students will conduct themselves in a professional manner during class, as if it were a real graphic arts studio.
Workplace competencies:	a. b.c.	Students will be teamed with other students to produce some of the projects. They must be able to gather the information and solve design, and any other problems, to complete the project.
	d.	Same as #2 above.

D. **Assessments for Objectives Specific to the Course –**

1. Students will be tested over the terms and fundamentals of layout design through two exams.
2. Students' skills will be evaluated through course projects.
3. Effective use of typography will also be judged in the projects.
4. A student's understanding of Adobe InDesign will be demonstrated in the completed publication.
5. The quality of the projects turned in will reflect the student's level of ability in layout design.

IV. INSTRUCTIONAL PROCEDURES: COURSE REQUIREMENTS AND POLICIES:

A. Lectures on the designated chapters from the textbooks
B. Discussion of the reading assignments.
C. Visual representations in the form of videos and demonstrations and student presentations.

V. COURSE REQUIREMENTS AND POLICIES:

A. Required textbooks –The Non-Designer's Design &Type Book by Robin Williams, Peachpit press. This is <u>one</u> book, design and type books have been combined-used for Digital Pub. I and II classes.
Materials and equipment –personal flash drive.

B. Assignments – Students are responsible for all projects and exercises assigned during the semester. Students are also responsible for the reading of all assigned chapters in the textbooks along with handouts and study for the two exams during the class.

C. Course Policies – (This course conforms to the policies of Angelina College as stated in the Angelina College Handbook.)

1. **Academic Assistance –** If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you should see Sellestine Hunt Associate Dean of Student Services, Student Center, Room 200. At a post-secondary institution, you must self-identify as a person with a disability. Ms. Hunt will assist you with the neccessary information to do so. To report any complaints of discrimination related to disability, you should contact the Mr. Steve Hudman, Dean of Student Affairs, in the Student Center, Room 101 or 936-633-5292 or by email shudman@angelina.edu

2. Attendance - – Attendance is required as per Angelina College Policy and will be recorded every day. Any student with three (3) consecutive absences of four (4) cumulative absences may be dropped from the class. Records will be turned in to the academic dean at the end of the semester. Do not assume that non-attendance in class will always result in an instructor drop. **You must officially drop a class or risk receiving an F**. This is official Angelina College Policy. **If a student determines not to continue the course, the normal procedures for dropping a course must be instituted and followed by the student.** Failure to drop a course may result in a grade of WF which, for the purpose of the student's records, is a grade of "F". It is the student's responsibility to contact the instructor prior to any absence that may be considered excusable due to reasonable circumstances Incompletes will be granted only in emergency situations and will require approval of the Dean of Instruction and Admissions.

3. Additional Policies Established by the Instructor
This class meets twice weekly with one lab each week. Assignments are to be turned in on specified due dates. No late work will be accepted except under appropriate circumstances, such as excused absence or emergency. Punctual, regular attendance of lectures and labs is mandatory. Three tardies constitutes an absence. Leaving early from class will also constitute an absence.
DROP POLICY - A student may be dropped by the instructor for disruptive behavior, WHICH INCLUDES USING ELECTRONICS IN CLASS, ENTERING CLASSROOM LATE THEREBY INTERRUPTING INSTRUCTION, INAPPROPRIATE DRESS, OR OTHER ACTIONS THAT DISTRACT STUDENTS OR INSTRUCTOR FROM CLASS PROCEDURES.
Cell Phones - PLEASE TURN OFF ALL CELL PHONES DURING CLASS TIME TO BE ABLE TO CONCENTRATE ON THE COURSE.

Exams, Assignments and Critiques – Students are expected to take the two exams on the days they are given. If an extreme emergency makes this impossible and the student has obtained permission from the instructor in advance to miss the exam, the student should schedule a makeup exam before the exams are returned to the other students and discussed in class. Informal class critiques will be held for all class projects. Students are expected to attend critique and to have their projects completed. Assignments turned in late will have points deducted.

VI. **COURSE CONTENT:** This course is an exploration of the fundamentals of digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout. Note: students must have a B or better in this class to enroll in Field Experience (internship) IMED 2266. (See Course Schedule attached for more detail)

VII. EVALUATION AND GRADING:
  A. Grading Criteria –
1.	Two exams (70 points each)	140 points
2.	Projects	470 points
4.	Questions	70 points
5.	Oral and written report	20 points
6.	Student art show	20 points
	Total Points	**720 points**

  D. Determination of Grade –
  A = 720-648
  B = 647-576
  C = 575-504
  D = 503-432
  F = 431-0

VII. SYLLABUS MODIFICATION: The instructor may modify the provisions of the syllabus to meet individual class needs by informing the class in advance as to the changes being made.

Projects_____

Project Black History Month flyer	20pts.
Project, Yellow-page ad	20pts.
Project, Cooking ad	20pts.
Project, Menu	20pts
Project, Pen tool design	20pts
Project, Using gradient design	20pts
Project, Using images layout	20pts
Project, Using step and repeat layout	20pts
Project, Design firm ad	20pts
Project, Using Grids	20pts.
Project, Newsletter	20pts.
Project, Garden poster	20pts.
Project, Play poster	20pts.
Project, Travel brochure	20pts.
Project, Food brochure	20pts.
Project, Children's music CD cover	20pts.
Project, Singer CD booklet	20pts.
Project, Restaurant ad	20pts.
Project, Poster, invitation and tickets	30pts.
Project, AC View layout	40pts.
Project, Pacer photo page	40pts.

Exams, Chapter questions and report_____

Chapter-questions	70pts.
Report	20pts.
Exam I	70pts
Exam 2	70pts
Four pieces matted for student show	20pts

Total _____**720**

ARTC 1413 DIGITAL PUB. I COURSE SCHEDULE – Spring 2017

Week 1
MLK Day-Holiday-Jan.16
Class 1, Jan. 18
Introduction to the course
InDesign CC workspace, preferences and placing text.
Answer Set #1 questions 1-10
• Research Black History Month flyer topic and work on thumbnail sketches for the flyer.

Week 2
Class 2, Jan. 23
• Work on Black History Month flyer project (20 points)
Class 3, Jan. 25
Concepts from *The Non-Designer's Design & Type Book.*
•Complete work on flyers.

Week 3
Class 4, Jan. 30
Workday for *Type* and *Page Design* reports.
Class 5, Feb. 1
Students' oral/written reports analyzing an ad using the typography design lessons in *The Non-Designer's Design & Type Book*. (20 points)
•Skills task-Yellow page ad (20 points)

Week 4

Class 6, Feb. 6

Students' oral/written reports analyzing an ad using the basic principles of design lessons in *The Non-Designer's Design & Type Book*. (20 points)

•Skills task- Cooking ad (20 points)

Class 7, Feb. 8

Master pages and working with styles.

Answer Set #2 questions 1-10

• Skills task- Create a menu (20 points)

Week 5

Class 8, Feb. 13

Working with Graphic Tools.

Answer Set #3 questions 1-10 points)

• Skills task-Pen tool layout (20 points)

Class 9, Feb. 15

Working with color and gradients.

Answer Set #4 questions 1-10

• Skills task-Name plate with gradients (20 points)

Week 6

Class 10, Feb. 20

Working with images.

Answer Set #5 questions 1-10

• Skills task- Catalog Cover (20 points)

Class 11, Feb. 22

Using Step and Repeat, Align and Distribute.

Answer Set #6 questions 1-10

• Skills task- Housing flyer (20 points)

Week 7

Class 12, Feb. 27

Editing text and Packaging.

Answer Set #7 questions 1-10

• Skills task- Design firm ad (20 points)

Class 13, Mar. 1

Exam I Exam will cover material from handouts, questions and *The Non-Designer's Design & Type Book.*

Week 8

Class 14, March 6

Understanding grid design

• Skills task-Using grid design in a document (20 points)

Class 15, March 8

• Skills task-Newsletter layout (20 points)

Spring Break March 13-17

Week 9

Class 16, March 20

• Skills task-Japanese garden poster (20 points)

Class 17, March 22

• Skills task-Play Poster (20 points)

Week 10

Class 18, March 27

• Skills task-Design a Travel Brochure (20 points)

Class 19, March 29

• Skills task-Workday

Week 11
<u>Class 20</u>, April 3
• Skills task- Design a Food brochure (20 points)
<u>Class 21</u>, April 5
• Skills task- Create a cover for a children's CD (20-points)

Week 12
<u>Class 22</u>, April 10
Creating a booklet for a singer CD (20-points)
<u>Class 23</u>, April 12
• Skills task-Creating a restaurant ad (20-points)
(**work due for Graphic Art Student Show) 20 points**
(**Show opens April 18)**

Week 13
<u>Class 24</u>, April 17
• Skills task-Creating a poster, invitation and tickets-(30-Points)
<u>Class 25</u>, April 19 Continue project

Week 14
<u>Class 26,</u> April 24
• Skills task-Creating a 2-page AC View layout (40-points)
<u>Class 27,</u> April 26 Continue project

Week 15
<u>Class 28</u>, May 1
• Skills task-Creating a Pacer back page layout (40-points)
<u>Class 29</u>, May 3 Workday

Week 16
<u>Class 30</u>, May 8
Final-Exam II 2:00 a.m.-4:00 p.m.