

**Angelina College
Fine Arts Division
COMM 2305.001 - Editing and Layout
Instructional Syllabus**

I. BASIC COURSE INFORMATION:

- A. COURSE DESCRIPTION:** An introduction to the digital publishing principles of layout, design and editing on Macintosh computers using InDesign Creative Suite. The course is designed as a beginning course for communication/journalism and graphic arts students but is a good introductory course for anyone interested in learning about the fundamentals of digitally publishing any form of visual communication—brochures, newsletters, business cards, résumés, etc. Students will receive three credit hours when they successfully complete this course.
- B. INTENDED AUDIENCE:** Communication/journalism and graphic arts students or anyone interested in learning about the fundamentals of digitally publishing any form of visual communication.
- C. INSTRUCTOR:** Libby Stapleton
Office Location: Hudgins Hall, Room 102D
Office Hours: Mondays and Wednesdays 11:15 a.m.-12:45 p.m. and 2:45-4 p.m.
Tuesdays and Thursdays 9:45-11:15 a.m.
Fridays 9 a.m.-4 p.m. by appointment
Phone: 936-633-5288
E-mail address: lstapleton@angelina.edu

II. INTENDED STUDENT OUTCOMES:

- A. Core Objectives for this course – (Interim)**
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.
- B. Course Learning Outcomes for all sections –**
1. Analyze and interpret reading assignments from the textbook
 2. Understand the history of design and digital publishing
 3. Recognize the different typefaces and use them properly in the design process
 4. Recognize and use the basic principles of design
 5. Understand the basics of Adobe InDesign Creative Suite on Macintosh computers
 6. Apply the learned techniques to design, edit and lay out projects using the above software

III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES:

- A. Assessments for the Core Objectives –**
1. **Critical Thinking:** Since the design projects completed in the lab are built upon what students have learned in the reading, lectures and extra support assignments, they will be analyzing the best way to design the projects based on the design principles and other knowledge they have already gained; therefore, the layout of the magazine pages will be used to assess critical thinking.
 2. **Communication** – Students will write one report on a design period or significant person or society in design to present orally to the class.
 3. **Personal Responsibility** – Students must be able to apply the learned techniques to make personal choices in how they will design their projects without plagiarizing someone else’s work. The newsletter design project will be used to assess personal responsibility.

B. Assessments for Course Learning Outcomes –

1. Students will be given two major tests and ten daily quizzes during the semester covering the designated chapters, lectures and extra support materials. Also, they will be asked to apply the knowledge from the reading assignments to the design projects completed during the semester.
2. Students must write a report and present it orally to the class on a period, person or society in the history of visual design.
3. Students will be given some design projects during the semester for which they will choose the typefaces to use.
4. Students will apply the basic principles of design to every design project they complete in class.
5. Students will use InDesign Creative Suite on Macintosh computers to complete seven design projects during the semester.
6. During the semester, students will complete 10 projects in which they will use the techniques learned from the reading, extra support material and lectures.

IV. INSTRUCTIONAL PROCEDURES:

1. Lectures on the designated chapters from the textbook
2. Discussion of the reading assignments.
3. Hands-on computer layout projects
4. Performance by the students
5. Class demonstrations and visual aids

V. COURSE REQUIREMENTS AND POLICIES:

A. Required textbooks, materials, and equipment – The textbook for this course is titled *Graphic Communications Today* (Fourth Edition) by William Ryan and Theodore E. Conover. Students will read chapters 1-3, 5, 7, 9, 11, 12, 14, 15. Also, a supplemental text is titled *The Mac is Not a Typewriter* by Robin Williams. Students will also need a jump (flash or travel) drive with at least 4GB of memory on which to keep their projects. **The flash drive must be brought to every class.**

B. Assignments – Students are responsible for reading all assigned chapters in the textbook and for studying for the two major tests during the semester. Also, they will have one written report to complete, which will also be given as an oral presentation with a visual aid. Students will complete 10 exercises and hands-on design projects during the semester. (*See Course Schedule for more detail*)

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, Room 200 of the Student Center. At a post-secondary institution, you must self-identify as a person with a disability; Mrs. Hunt will assist you with the necessary information to do so.
Angelina College admits students without regard to race, color, religion, national origin, sex, disability, or age. To report any complaints of discrimination related to disability, contact the Mr. Steve Hudman, dean of Student Affairs, Room 101 in the Student Center, or call 936-633-5292, or by email at shudman@angelina.edu.
2. **Attendance and Tardiness** – **ATTENDANCE IS CRITICAL TO SUCCESS IN THIS COURSE!!** Students will fall behind on completing the projects if they do not attend class or if they are late to class. If they have three consecutive absences or four random absences, they will be dropped from the class. **Students will not be allowed to re-enter the class.** If they have three random absences in the class, their final grade may be lowered by one grade. Three times of being tardy to class will equal one absence.
3. **Leaving class during class time** – If students need a quick bathroom break, they should feel free to leave the class at any time. However, leaving class early for any other reason is rude and disruptive to the teacher and fellow students. If it is imperative that a student leave class early, he or she should get permission before the class starts; otherwise, he or she will be counted absent.
4. **Cell Phones** – **PLEASE TURN OFF CELL PHONES DURING CLASS TIME FOR ALL CLASS MEMBERS TO BE ABLE TO CONCENTRATE ON THE COURSE AND THE PROJECTS.** When a cell phone rings, it disturbs everyone in the class. If students are

caught texting during class, they are hurting their chances of a good grade in the class, and they may be disrupting other students in the class; therefore, they will be asked to leave class and will be counted absent. **CLASS NOTES MAY NOT BE TAKEN ON CELL PHONES.**

5. **Tests** – Students are expected to take the two major tests on the days they are given. If an extreme emergency makes this impossible or the student has obtained permission from the instructor in advance to miss the test, the student should schedule a makeup test before the tests are returned to the other students in class.
6. **Daily Quizzes** – Students are expected to take the ten daily quizzes on the days they are given. **No makeup quizzes will be allowed** unless the student has an *extreme* emergency.

D. COURSE CONTENT:

This course is designed to give students a working knowledge of the design principles and typefaces to publish simple visual communications using Macintosh computers and Adobe InDesign Creative Suite. (See Course Schedule for more detail)

VII. EVALUATION AND GRADING:

A. Grading Criteria – (See attached Grading System for specific details)

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|----|---|------------|
| 1. | Daily quizzes on reading assignments and lectures (10 @ 10 points each) | 100 points |
| 2. | Written/oral report | 100 points |
| 3. | Exercises and hands-on projects (10) | 300 points |
| 4. | Mid-term exam | 100 points |
| 5. | Final exam –
Wednesday, May 10 – 8-10 a.m. | 100 points |

TOTAL POINTS **700 points**

B. Determination of Grade –

A = 700-617
B = 616-528
C = 527-439
D = 438-350
F = 349-0

VIII. 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.

**COMM 2305 – Editing and Layout
GRADING SYSTEM**

Quizzes from lectures and reading assignments

10 @ 10 points each = 100 points

Written/Oral Presentation

1 @ 100 points = 100 points

Exercises and hands-on projects

Typeface exercise = 10 points

Booklet cover design project = 10 points

Résumé = 15 points

The Mac is Not a Typewriter questions = 10 points

Logo and business card design project = 20 points

AP style Worksheet = 20 points

Editing/Placing exercise = 25 points

Magazine layout = 50 points

Newsletter project = 80 points

Brochure for communication/journalism department = 60 points

TOTAL = 300 points

Examinations

Mid-term exam = 100 points

Final exam = 100 points

TOTAL = 200 points

TOTAL FOR COURSE = 700 points