

**Angelina College**  
**School of Arts and Education**  
**ARTC 2413 – Digital Publishing II**  
**Instructional Syllabus Fall 2018**

**I. COURSE DESCRIPTION:** Includes layout procedures from thumbnails and roughs to final comprehensive and print output. Emphasis on design principles for the creation of advertising and publishing materials, and techniques for efficient planning and documenting projects. **Prerequisite:** Digital Publishing I

**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.-6:30 p.m.

**Office Location:** HH 102A

**Office Hours:** Mondays and Wednesdays 9:30 a.m.-11:00 a.m., T/Th 3:00 p.m.-5:00 p.m.

Fridays by appointment

**Phone:** 936-633-5425

**E-mail address:** [jpaxson@angelina.edu](mailto: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. Teamwork** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

**END OF COURSE OUTCOMES:** Complete projects using thumbnails, roughs, and comprehensives; use industry standard page layout software to create printable advertising and print collateral; coordinate color and use the principles and elements of design.

**B. Course Objectives for all sections –**

- 1.** Students will be expected to demonstrate through course exercises and course projects a more advanced level of design skills.
- 2.** Students' work should demonstrate the effective use of typography.
- 3.** Students should have a through understanding of Adobe Indesign, a leading page-layout program.
- 4.** Students should also understand the production end of a completed project.

**III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES:**

**A. Assessment for the Core Intellectual Competencies –**

- 1. Critical Thinking:** Students must be able to analyze and synthesize discussed material in order to achieve success on their projects.
- 2. Communication:** Students are required to write a detailed advertising campaign plan. Also, they will give an oral presentation of their completed advertising campaigns along with other projects.
- 3. Teamwork:** Students will work together on projects to meet shared goals.

B. Assessments for Objectives Specific to the Course –

1. Students' skills will be evaluated through course projects.
2. Effective use of typography will also be judged in the projects.
3. A student's understanding of Adobe InDesign will be demonstrated in the completed publication.
4. 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, exams, exercises and projects.
- B. Discussion of designs and class critiques.
- C. Visual representations of student's advertising campaigns presentations.

V. **COURSE REQUIREMENTS AND POLICIES:**

- A. **Required textbook** –We will continue to use the textbook *Non-Designer's Design & Type Book* by Robin Williams for this course.  
**Materials and equipment** personal flash drive.
- B. **Assignments** – Students are responsible for all projects and exercises assigned during the semester. Students are required to attend all class critiques and to turn in their project on assigned due dates.
- C. **Course Policies – (This course conforms to the policies of Angelina College as stated in the *Angelina College Handbook*.)**
  1. **Academic Assistance – Educational Accommodations – 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 may fill out the Educational Accommodations application within your AC Portal, under the “Student Services” tab. A Student Success team member will contact you once the application is received. At a post-secondary institution, you must self-identify as a person with a disability in order to receive services; for questions regarding the application process you can visit the Office of Student Success and Inclusion in the Student Center (205A); text 936.463.8078; or email [access@angelina.edu](mailto:access@angelina.edu). To report any complaints of discrimination related to a disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Room 101 of the Student Center. You may also contact Dean Hudman by calling (936) 633-5292 or by emailing [shudman@angelina.edu](mailto:shudman@angelina.edu).**
  2. **Attendance** – Punctual, regular attendance is mandatory. Attendance is required as per Angelina College Policy and will be recorded every day. Any student with three (3) consecutive absences or 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 the official Angelina College Policy.
  3. **Additional Policies Established by the Instructor**  
This course meets twice weekly. Leaving early from class will constitute an absence, and three tardies constitute an absence. **DROP POLICY** - A student may also be dropped by the instructor for disruptive behavior, which includes using electronics in class, entering the class late thereby interrupting instruction, inappropriate dress, or other actions that distract students or instructor from class procedures. 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 and will receive late points deducted. **Exams** – Students are expected to take the 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. There are **no makeups** for quizzes.

**NOTE:** The online learner survey availability dates for the fall semester will be announced.

**Cell Phones- Please turn off all cell phones during class time.**

4. **Critiques** –Informal class critiques will be held for all class projects. Students are expected to attend and participate in the discussion of all critiques. All projects are to be completed by the posted due date. Late projects 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.	Exercises and projects	360	points	A = 500-450
2.	Advertising Campaign	80	points	
3.	Student art show	20	points	
4.	Final	40	points	
	<b>Total Points</b>	<b>500</b>	<b>points</b>	

**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.

**ARTC 2413 DIGITAL PUB. II COURSE SCHEDULE – Fall 2018**

**Week 1**

Class 1, Aug. 27

Introduction to the course

Fine Arts Preview Day flyer project (25 points)

Class 2, Aug. 29

Continue flyer project

**Week 2**

Sept. 3-Labor Day holiday-no class

Class 3, Sept. 5

NISOD Graphic Design Contest program cover

**Week 3**

Class 4, Sept. 10

Continue working on NISOD program cover (25 points)

Class 5, Sept. 12

Using Text on a Path in Adobe InDesign (10 points)

**Week 4**

Class 6, Sept. 17

Understanding Clipping paths

Understanding Trapping in Adobe InDesign (10 points)

Class 7, Sept. 19

Discussion on *Non-Designer's Design & Type Book* Questions (10 points)

### **Week 5**

Class 8, Sept. 24

Student presentation (20 points)

Bookmarks (20 points)

Class 9, Sept. 26

Using Tables in Adobe InDesign (10 points)

### **Week 6**

Class 10, Oct. 1

Begin Calendar project.

Class 11, Oct. 3

Continue work on Calendar project. (40 points)

### **Week 7 Ad Campaign**

*You will create an ad campaign consisting of a logo, letterhead, business card, and four pieces of advertising that goes with your business. These could include such items as: newspaper ad, magazine ad, flyer, billboard, truck signage, labels for a new product, etc. Write two-four pages detailing your particular product, business or service and the ad campaign for it. This may include other pieces of advertising such as radio or television spots. These additional items will not be actually produced. All your pieces should coordinate into one cohesive design concept.*

Class 12, Oct. 8

Write proposal and work on logo design in color and black/white.

Class 13, Oct. 10

Present your logo designs and continue working on the campaign.

### **Week 8- Ad Campaign continues**

Class 14, Oct. 15

Present letterhead and business card designs and continue working on the campaign.

Class 15, Oct. 17

Continue working on campaign.

### **Week 9- Ad Campaign and Book Covers**

Class 16, Oct. 22

Continue working on campaign.

Class 17, Oct. 24

Oral presentation and critique of your ad campaigns

Advertising campaign in total (80 points)

### **Week 10- Working in Adobe InDesign**

Class 18, Oct. 29

Design book covers (30 points)

Class 19, Oct. 31

Workday-finish book covers

**Note:** Presentation Boards ready for Graphic Art Show (Nov. 6 opening)

### **Week 11- Product label**

Class 20, Nov. 5

Product label (20-points)

Class 21, Nov. 7

Workday and Product presentations.

### **Week 12- Newspaper design**

Class 22, Nov. 12

Design a photo page for The Pacer (40-points)  
Class 23, Nov. 14  
Workday

**Week 13-Standing Card**

Class 24, Nov. 19  
Design a standing card for a hotel (20-Points)  
•Thanksgiving Holiday Nov. 21-23 -no class

**Week 14-Newspaper**

Class 25, Nov. 26  
Design a page for a The Pacer (40-points)  
Class 26, Nov. 28  
Workday

**Week 15- Magazine design**

Class 27, Dec. 3  
Design a layout for a magazine (40-points)  
Class 28, Dec. 5  
Workday

**Week 16**

Class 29, Dec. 10

**Final**

**2:00 a.m.-4:00 p.m.**

**Projects and exercises**

Fine Arts Flyer	25pts.
Book questions	10pts.
Presentations	20pts.
NISOD Program Cover	25pts.
Text on a Path exercise	10pts.
Trapping questions	10pts.
Tables exercise (menu)	10pts.
Bookmarks	20pts.
Calendar project	40pts.
Book covers	30pts.
Poster	20pts.
Product label	20pts.
Hotel card	20pts.
Pacer photo page	40pts.
Pacer page	40pts.
AC View page	40pts.

**Advertising Campaign** **80pts.**  
**Four pieces matted for student show** **20pts.**

**Final** **40pts.**

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**Total** **500**