

NTM 3100

Desktop Publishing

Course Syllabus

Instructor:

Dr. Laura
MacLeod

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EH 368

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Office Hours:

Monday
10 a.m. – 12 p.m.

Tues/Thurs
1:30 – 3:30 p.m.

Welcome to NTM 3100, Introductory Desktop Publishing. In this class you will learn the functions and features of the desktop publishing program InDesign CC (Creative Cloud). Also, you will learn layout and design principles used to produce publications, such as advertisements, flyers, newsletters, and pamphlets. A more specific list of objectives follows.

Learning Outcomes:

Upon completion of this course, students will demonstrate the following skills:

1. Use the options from the numerous InDesign menus and dialog boxes, as well as the toolbox and various panels.
2. Set up multiple-page documents and develop master pages that contain repetitive elements for weekly/monthly publications.
3. Organize text and objects on layers to work more efficiently.
4. Apply color to objects and text and fill objects with gradients.
5. Flow text into columns and work with text frames (i.e., import text and graphics into frames and thread text between frames).
6. Format text (i.e., fonts, typefaces, text wrap, vertical and horizontal spacing, indents and tabs). Set up, edit, and apply styles to format text consistently.
7. Use the InDesign drawing and graphic creation tools to create your own shapes as well as import various types of graphic files.
8. Manipulate and transform objects (i.e., rotate, scale, shear, resize, and reflect).
9. Link and import files from other Adobe products (i.e., Adobe Photoshop and Illustrator).
10. Construct tables and format using the InDesign table and cell options.
11. Prepare a document to be printed by a commercial printer. Also, create digital publications for viewing on a tablet and on the web.
12. Use planning tools to assist in developing appropriate design for a publication.
13. Apply principles of typography, layout, graphics, and color to produce industry standard publications.
14. Produce professional-looking business publications for print and web publishing.

Required Materials:

You can save work that we do in class on your NTM Server account. But most students save work in progress to a USB jump drive or portable hard drive to take home with them.

Supplies:

Software:

InDesign CC is available on some of the computers in the NTM Lab, which is located in Elizabeth Hall, Room 311. The lab hours for the semester will be posted on the NTM website at <http://www.weber.edu/ntm>.

Adobe offers various subscription plans for purchasing either a single application such as Adobe InDesign CC or the entire Creative Cloud Suite. See the following website for more information on the Adobe's subscription plans.

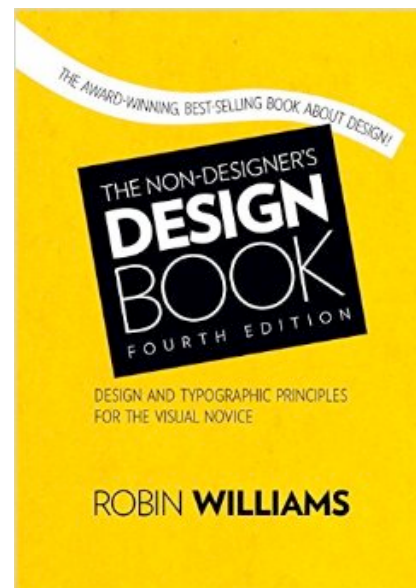
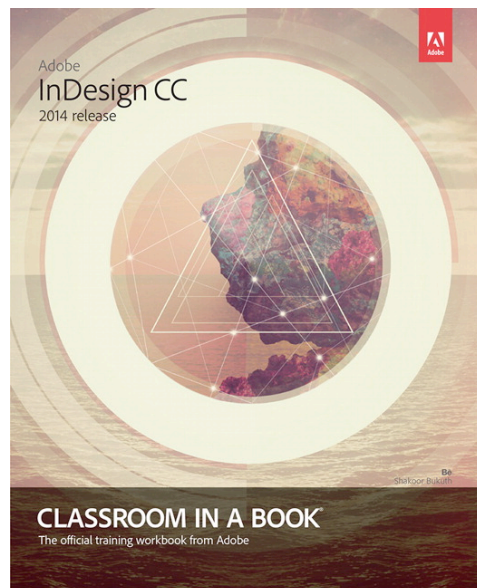
<http://www.adobe.com/products/indesign/buying-guide.html>

Textbooks:

You will need access to the following two books. They are available through WSU Safari Online. The hard copy of both books is available to purchase in the bookstore.

Adobe InDesign CC 2014 Classroom in a Book by Kelly Kordes Anton and John Cruise
ISBN: 978-0133904390

The Non-Designer's Design Book (Fourth Edition) by Robin Williams.
ISBN: 978-0133966152



You will be assigned an NTM Server account that you can access in the classroom and the NTM Lab. Your instructor will provide you with revised versions of the CIAB exercise files and other course materials that you can access from your NTM Server account. Each student's exercise and homework files have been personalized to help ensure that students are not sharing homework. You should be sure to use the files copied to your NTM Server account only to get full credit on lesson exercises.

Grading:

Your final grade will be based on the total points you earn on the textbook lessons, design quizzes and activities, two projects, and a final production exam.

CIAB Lessons 15%

Each chapter in the InDesign CC Classroom in a Book contains step-by-step instructions for creating a publication. Your instructor will walk you through a few of the lessons, but students will complete several of the lessons outside of class as

homework. You will submit the finished lesson through the Canvas assignment window. The due dates are included at the top right of each Canvas assignment window and posted to the calendar.

*Design Activities
& Quizzes 30%*

Students will be responsible for reading the chapters in the *Non-Designer's Design Book*. We will focus on practicing the design principles during class through several in-class design activities. To check your understanding of the principles in the design book, you will take three multiple choice and true/false quizzes.

Projects 35%

Two projects will be completed that require you to apply your knowledge about the software and design principles. You will create a marketing card and a magazine article.

*Final Exam
20%*

Your final exam in this class is a production test over the lessons that are covered in the CIAB textbook. You will create a newsletter, setting up master pages, placing and transforming graphics, flowing text into columns, setting up styles and formatting text, creating and formatting a table, applying color to text and graphics, and exporting the document for a service bureau.

Class Policies & Procedures:

Schedule:

Please see the attached schedule to be aware of what will be covered each week. The schedule indicates the CIAB lesson we will work on each week and reading assignments in the *Non-Designers Design Book*.

Due Dates:

Due dates for assignments are posted in the class website assignment window and calendar. If you are ill or a family emergency comes up, please contact your instructor prior to the class period in which an assignment is due to avoid a late penalty.

Assignments can be submitted one week late with a 10% late penalty. Students can submit an assignment up to three weeks late but will only receive half credit for the assignment with limited feedback. However, the final project is due on the final class period and cannot be submitted late. Design activities and quizzes also cannot be submitted late. Design activities are completed in class and are scheduled to be submitted through Canvas on Friday by midnight.

*Submitting
Assignments:*

Assignments can be accessed from the Canvas class website. Go to <http://canvas.weber.edu> to log in to the class website. You will find the syllabus, assignments, a calendar indicating assignment deadlines, web links, and additional material. You can also access the website to see your grades for each assignment.

The CIAB lessons and design activities will be submitted in the Canvas assignment window. Most of the time you will submit assignments from a classroom or lab computer. However, on occasion you may want to submit an assignment from home. If you have problems submitting assignments from your home computer, you need to contact Computing Support at 626-7777.

The two projects will be submitted to the Canvas assignment window or saved to your NTM Server account, depending on how large the project files will be. The first project

will be printed, whereas the second and third projects will be exported as web publications. Credit will be given only for assignments in which the InDesign and resource files are provided. This is necessary since some requirements cannot be graded from printouts such as master page content and style settings.

Cheating on assignments or tests will not be tolerated. All work must be your own. Anyone who is caught cheating will be assigned a failing grade for that assignment. If it happens a second time, the student will fail the class. You can ask another student, a friend, or spouse questions about an assignment. You can even ask them to demonstrate certain features of the software using one of the exercise files. But in the end you need to be the one that completes the steps in your assignment file.

Email Policy:

Please use the internal e-mail system available on Canvas for your routine communications with your instructor relative to course issues. To send an email through the course website click on the Inbox link at the top right of the Canvas window. A New Message Box will appear at right. Click on the face icon at the right in the To Box and select the 3100 course from the list. Then select the instructor's name which should appear with the list of students name. Type your message in the Message Box and press the Send Button.

You should allow 24 hours response time from your instructor during week days. Emails sent Friday afternoon, Saturday, and Sunday may not get answered until Monday. I know you are eager to get your emails answered but please be patient. I'll do my best to answer your emails promptly and in a professional manner.

Students with Disabilities

Any students requiring accommodations or services due to a disability should contact Services for Students with Disabilities (SSD) in Room 181 of the Student Service Center. SSD can also arrange to provide course materials (including this syllabus) in alternative formats if necessary. Please provide your instructor with a signed letter from the SSD if you require additional time or other accommodations during tests.

NTM 3100 Tentative Spring 2015 Schedule

Week 1 January 13 & 15

In Class: Orientation to Class, CIAB Lesson 2 Getting to Know the Workspace
Read NDD Chapter 2 – Proximity

Week 2 January 20 & 22

In Class: CIAB Lesson 3 Setting Up a Document and Working with Pages
Design Activity – Business Card
HW: Read NDD Chapter 3–Alignment and Chapter 4–Repetition
Take Chitester quiz entitled “NTM 3100 Chs 2-4 Quiz”

Week 3 January 27 & 29

In Class Design Activity: Ashley Furniture Coupon and Flyer
HW: CIAB Lesson 4 – Working with Objects
Read NDD Chapter 5–Contrast and Chapter 6–Review

Week 4 February 3 & 5

In Class: Set Up Color Mgt. & Use Color Tools (Kuler & Illustrator Color Guide)
Design Activity – Health Club Brochure
HW: CIAB Lesson 8 – Working with Color
Read NDD Chapter 7–Color

Week 5 February 10 & 12

In Class: CIAB Lesson 10 Importing and Modifying Graphics
HW: Design Activity – Storytelling Festival flyer

Week 6 February 17 & 19

In Class: CIAB Lesson 5 – Flowing Text
HW: Start Marketing Card Project
Take Chitester quiz entitled “NTM 3100 Chs 5-7 Quiz”

Week 7 February 24 & 26

In Class: Work on Marketing Card
HW: CIAB Lesson 6 – Editing Text

Week 8 March 3 & 5

In Class: CIAB Lesson 7 – Working with Typography
Read NDD Chapter 9 Essentials of Type, and Chapter 10 Type & Life

Week 9 March 9 – 13

Spring Break

Week 10 March 17 & 19

In Class: Typography Activity - Reader’s Digest Dog Training Article
HW: CIAB Lesson 9 – Working with Styles

Week 11 March 24 & 26

In Class: Design Activity – Typography Principles

HW: CIAB Lesson 11 Tables

Read NDD Chapter 11 – Categories of Type and Chapter 12 Type Contrast

Week 12 March 31 & April 02

In Class: Master Pages Activity

HW: Project 2 – Digital Magazine Article (planning, collecting resources)

Take Chitester Quiz entitled “NTM 3100 Chs 9-12 Plus Quiz”

Week 13 April 7 & 9

In Class: Production Test

HW: CIAB Lesson 16 – iPad Publication

Work on Digital Magazine Article (document setup, master pages)

Week 14 April 14 & 16

In Class: Design Activity – iPad magazine design

HW: CIAB Lesson 14 Creating Adobe PDF Form

Digital Magazine Article (place text and images, set up style)

Week 15 April 21 & 23

Work on Digital Magazine Article (add interactive elements)

Week 16 April 27 – 30

Final Class Period - Tuesday, April 28, 9:00 - 10:50 am

Submit Digital Magazine Project