

WEB 2220 Desktop Publishing Syllabus, Fall 2016

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Office Hours: Tuesday and Thursday 1:30 - 3:00 pm, Wednesday 10 - 12.

Welcome to WEB 2220, Digital Publishing. In this class you will learn how to use the professional page design and layout software Adobe InDesign to design, create, and edit a variety of publications for print and web. You will create publications for print such as a marketing card and business flyer/brochure, as well as interactive online web documents that contain audio, video, slideshows, and HTML content. Prerequisite: WEB 1400 and WEB 2200, or permission from instructor.

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. Use planning tools to assist in developing appropriate design for a publication.
12. Apply principles of typography, layout, graphics, and color to produce industry standard publications.
13. Produce professional-looking business publications for print and web publishing.

Required Materials

Supplies:

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.

Software:

InDesign CC 2016 is available in the Computer Literacy Lab which is located in Elizabeth Hall, Room 311. The lab hours for the semester will be posted on the WebUX website at <http://www.weber.edu/webux>.

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>

Textbook:

Purchase the following two books:

Adobe InDesign CC Classroom in a Book (2015 Release) by Kelly Kordes Anton and John Cruise. ISBN: 978-0134310008

The Non-Designer's Design Book (4th Edition) by Robin Williams.
ISBN: 978-0133966152

You will be assigned an WebUX Server account that you can access in the classroom and the Computer Literacy Lab. Your instructor will provide you with revised versions of the CIAB exercise files and other course materials that you can access from your WebUX 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 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 some of the lessons, but students will complete several of the lessons outside of class at 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 30%

Students will be responsible for reading the chapters in the Non-Designer's Design Book outside of class. We will focus on learning the design principles during class and will practice design by

completing several in-class activities. If it becomes obvious that students are not reading the design book chapters, then chitester quizzes will be added as design activities.

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 an interactive online document.

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:

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.

We may do a few short in-class design activities that will be submitted at the end of class. Those activities cannot be submitted late. Other scheduled assignments and the first project can be submitted one week late and the late penalty is 10%. However, the final project is due during the last week of the semester and, thus, cannot be submitted late.

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.

Keep in mind that this is not an online class. Instructions will be provided in the Canvas assignment windows for the projects. However, when it comes to the design activities, the instructor will give instructions orally in class. Therefore, the Canvas assignment window may not include all of the instructions necessary to get a complete understanding of the expectations for the 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 project will be exported as a digital publication. 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.

Ethical Conduct:

During this class you will be expected to maintain academic ethics and honesty. Please refer to the WSU's Student Code for a review of your academic rights and responsibilities. The Student Code is provided at the following URL:

http://www.weber.edu/ppm/Policies/6-22_StudentCode.html

Cheating on assignments or tests will not be tolerated. All work must be your own. If you submit another student's work, you 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 for the assignment.

Also, you will be given numerous samples of publications. Many other examples are available on the internet. It is good practice to examine examples for ideas, but in the end you should come up with your own unique layout/design for assignments and projects.

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.

Emergency Closure:

If for any reason the university is forced to close for an extended period of time, the class will be conducted via Canvas. Look for announcements posted to the Canvas class or a class email sent through Canvas.