

MCM 282
Desktop Publishing, Section 04
Three Credits
Fall 2009

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Course Information

Location: LDB 407
Meeting times: Tuesdays and Thursdays from 1:00 to 2:20

Course Description

This course introduces students to the principles of design applicable to publications created using desktop publishing software and technology. Special attention is given to design principles, typography, layout and production techniques. There is no prerequisite.

This class focuses on gaining basic graphic design knowledge and skills. Students will be exposed to good and bad design and will learn to apply the principles of graphic design. Students will learn to think about audience and medium and how those affect the way communicators craft their messages. In addition, students will learn to use new technical tools to create those effective messages.

MCM 282 will be taught in a computer lab. The methods of instruction that will be used are lecture, class discussion, and hands-on work. Students will work on in class projects and there will be some assignments. Students are expected to turn in a print out of the work done at the end of each class. By the end of the semester, students will have a critical eye for design and will be able to "talk the talk of desktop publishing." They should also have created attractive publications that will be included in a portfolio that they will work on throughout the semester.

Course Objectives

The principal goal for this class is:

- 1) To develop specific skills, competencies and points of view needed by professionals who use computer hardware and software in the hands-on production of publications.**

These skills include:

- Expertise in the use of InDesign from basic page setup through use of specialized techniques such as type manipulation and graphic effects
- Ways to find, adapt and create art even if you are NOT an artist
- Understanding graphic formats and conventions that give publications a quality look

To develop the skills listed above, it is important that you *gain factual knowledge that provides a context for desktop publishing (DTP)*, including:

- The history of publishing and how computers fit into that history
- DTP terms and jargon

To achieve these goals, the class will employ a combination of lectures, class discussions, visual presentations, and hands-on work.

Required Material

Evans, P. (2001). *Exploring Publication Design*. Australia: Thomson Delmar Learning.

Required Supplies

- A half inch binder and clear sheet protectors to create a portfolio
- An SHSU computer account to be able to use computers in the computer lab
- A notebook to take notes
- SHSU e-mail account
- USB Flash Drive to save InDesign files

Student understanding of the material will be assessed by four quizzes (multiple choice and essay format), projects (designing flyers, ads, cards, business cards, brochures, and newsletters), and portfolio. There will be no extra credit assignments. *You will find assignment descriptions and evaluation criteria on Blackboard.*

Grades

Four quizzes (25 points each)	30%
Portfolio (100 points)	20%
Projects (flyer - 20 points; three ads - 20 points each; card- 20 points; business card - 20 points; brochure - 30 points; newsletter 50 points)	40%
Class participation and attendance (50 points)	10% (<i>See Attendance Policy</i>)

- Computer monitors **MUST** be **turned off** unless you are asked to work on the computer.
- You may not read other material/e-mails/newspaper/magazines and/or work on material for other classes during class time. E-mailing, chatting, and browsing the Web is not allowed in class. Point will be marked off of students' grade if they fail to follow instructions.
- *Beepers, cell phones, bluetooth headsets, and iPods may not be used during class time. If any electronic device interrupts class, a letter grade will be marked off of students' attendance grade.*
- Make-up quiz will only be offered under emergency circumstances. The make-up quiz will be on essay format. Students should bring a documented excuse to be approved by the instructor. A doctor's appointment during class time is not an acceptable excuse if your absence is not required for the entire day.
- **When students are absent, they are responsible for the material discussed in class.** Students must catch up on the material before returning to class so they can find out about assignments and deadlines. Go to Blackboard to find out the material that was discussed in class.
- Projects – If students have to miss class, they must turn in their projects early. A letter grade will be marked off for each day a project or assignment is late, unless the student brings a documented excuse. *Assignments sent via email will not be accepted under any circumstance.*

- Students might be contacted by email. Therefore, they need an SHSU e-mail account. Dr. Reyes will reply to e-mails from students at her earliest convenience. *E-mails received on weekends or after 6:00 PM on weekdays will be answered on the next business day.* In addition, when e-mailing her, please make sure that you type your name, as she will not answer e-mails that do not identify the sender.
- At the end of the semester students will create a portfolio using the publications designed in class. Throughout the semester students will get feedback the first time they turn in a design. Then, they have to make corrections and include both designs (the first one they turned in and the one with corrections) in their portfolio. *Points (5) will be marked off of their portfolio grade for each assignment given back to them for corrections that is not included.*

Grading Scale

Grades are assigned on the following scale: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F

Students should go to Blackboard to view their assignments, projects and quiz grades. The attendance and participation grade will be posted on Blackboard at the end of the semester. Should students have any questions about this grade, they may contact Dr. Reyes at any point during the semester.

Attendance Policy

Students are expected to arrive to class on time, to have completed the readings, and to actively participate. They are expected to work on their designs during class time. If they are not able to finish their work in class, they have to work on it after class. After three (3) absences throughout the semester, 5 points (per absence) will be marked off of their attendance grade. They must provide valid documentation explaining why they missed class to be approved by the instructor. *Tardiness or leaving early will count as an absence.* When students are absent, they are responsible for work assigned for the next class.

Religious Observance

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Academic Dishonesty Policy

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will get a zero.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating and plagiarism. For more information on this topic, please go to

<http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Plagiarism: Plagiarized work will not be accepted. Plagiarism occurs when one person claims credit for another person's work.

Q-Drop policy

A Q-Drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for the summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar. Students will be allowed no more than five Q-Drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-Drop date will not count toward the limit. Students who have used their limit of five Q-Drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, students will be required to remain in the class. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-Drop limit, nor will Q-Drops from other universities.

Americans with Disabilities Act

Students with disabilities covered by the Americans with disabilities Act should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

Proper classroom demeanor or conduct

According to the Student Handbook, "Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among themselves at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class, or being reported to the Dean of Students for disciplinary action in accordance with university policy."

The students' right to speak on the topics of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

Instructor Evaluations

Towards the end of the semester students will be asked to complete a course/instructor evaluation form.

Tentative Schedule – This schedule may be altered during the semester to accommodate needed changes.

August 25	Introduction Assignment – Bring three printed publications to Thursday and Tuesday's classes
August 27	Publication Design Within a Historical Context Read pages 2 – 28 Class exercise - Will need printed publications
September 1	Class exercise - Will need printed publications
September 3	The Principles and Elements of Publication Design 29 – 45 Class exercise - Will need printed publications

September 8	Class exercise - Will need printed publications
September 10	Quiz 1
September 15	InDesign- document set up; working with objects; modifying paths
September 17	Class exercise – InDesign
September 22	InDesign- Understanding Type Read pp. 75-89 Class exercise - InDesign
September 24	Class exercise – InDesign
October 1	Using Color Effectively Read pp. 50 – 70 Class exercise-InDesign
October 6	Imagery & Cropping images Read pp.121 – 138 Class exercise-InDesign
October 8	Page Layout Read pp. 94 – 117 Class exercise Class exercise-InDesign
October 13	Quiz 2
October 15	Design Flyer
October 20	Design Flyer
October 22	Design Flyer
October 27	Ads
October 29	Ads
November 3	Ads
November 5	Quiz 3
November 10	Business Cards
November 12	Brochure
November 17	Brochure
November 19	Brochure
November 24	Thanksgiving
November 26	Newsletter
December 1	Newsletter
December 3	Newsletter
December 8	Newsletter
December 10	Last day of class - Turn in portfolio
December 15	Quiz 4 - cumulative