

Publication Design - GRA 140 Spring 2015 Three Rivers Community College

Course title: Publication Design

Course number: GRA 140

Credits: 3 Semester Hours

Prerequisite: Knowledge of a word processing program & eligibility for Eng 101 or permission of instructor

Grading System percentages: A (94-100%), A-(90-93%), B+(87-89%), B (83--86%), B-(80-82%), C+(77-79%), C (73-76%), C-(70-72%), D+ (67-69%), D(63-66%), F (below 63%).

Course Description and Rationale - Desktop Publishing online

The purpose of this computer graphics course is to teach the student to design print and web publications on the computer using the Adobe Creative Cloud products (InDesign, Photoshop, Illustrator, and Acrobat Pro) as well as scanning software. Students will study page design, typography, and image editing, all online.

Students will use the computer for discussing, writing, editing, imaging, layout and graphics, all through Blackboard.

General Course Goals

A) to produce professional quality publications on the computer.

B) to integrate writing, editing, page design, typography and graphics into one unit whereby students produce an entire publication for print or the web.

Specific course objectives

Upon successful completion of Publication Design, student should:

Demonstrate an understanding of the basic elements of design and composition

Demonstrate an understanding of the role of type in graphic design and learn what constitutes informed typography

Demonstrate an ability to successfully and creatively solve design problems for effective communication and expression of information and ideas

Begin to develop proficiency with the Adobe Creative Cloud products and demonstrate knowledge of the evolution of software and technology

Create work that could be used for a design portfolio

Possess knowledge of historical and contemporary graphic design industry issues through written reports and research on graphic design topics.

Instructional Modes

Computer graphics, scanning, digital camera use, page design, page layout, online computer instruction. Individual and group editing and discussion will take place online through Blackboard.

Instructional Materials

Chris Botello & Elizabeth Eisner Reding, Adobe Design Collection Creative Cloud Revealed, Cengage Learning, United States, Australia, United Kingdom etc. ISBN 978-1-305--26361-1.

Robin Williams, The Non-Designer's Design Book, 4th edition, Peachpit Press, Berkeley. ISBN 978-0-13-396615-2.

Gary Hustwit, Helvetica, a documentary film, Plexi Productions

Adobe Creative Cloud Photoshop, InDesign, Illustrator, available at a discount from efollet.com, the online college bookstore or from Adobe.com as a 30-day trial or as a monthly payment arrangement.

All instruction will be done through Blackboard.com.

Course Skills and Class Assignments in Blackboard/Vista

The course is divided into 14 learning modules, each equivalent to one week of instruction and assignments with due dates included in each module. Additional modules with tutorials, handouts, and tips for students, appear with the instruction modules in Blackboard.

Linda M. Crootof, Professor

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Evaluation

Students will be evaluated on the basis of weekly assignments which will be assigned a grade, 6 other graded projects, and a final project which will be 20% of the final grade. Students should use traditional standards of correct spelling, grammar, and punctuation in all assignments and communications.

Class topics and assignments

The instructor may change the order of topics and/or the content of the assignments to meet the needs of the class. Additional assignments may be made during the course of the semester.

Plagiarism:

Plagiarism is a violation of academic honesty. It occurs when you take credit for someone else's work (words, images, design) and submit it as your own, either intentionally or through incomplete documentation of sources. Any plagiarized work in a document will result in an F for the project.

College Withdrawal Policy

A student who finds it necessary to discontinue a course once class has met must provide written notice to the Registrar. Withdrawal forms are available at the Registrar's office on campus and the Three Rivers office at the Subase. Non-punitive "W" grades are assigned to any withdrawal requested before the various unrestricted withdrawal deadlines listed in the calendars published in front of each session's course listings. Withdrawal requests received after these deadlines must bear instructor signatures indicating the student was maintaining at least a C- average at the time of withdrawal. No withdrawals are permitted after the last class preceding the final exam.

Disabled Students and Learning Disabilities Support

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disabilities Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the counselor as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disabilities Counselor. Your cooperation is appreciated.

Email

Students are encouraged to use Blackboard's mail tool to communicate with me. When you compose your message, be sure to use a relevant word for the Subject. Do not use "Hello," "Hi," "It's Me" or similar terms. Because these are used by spammers, I usually delete them without opening them. Students should use traditional standards of correct spelling, grammar, and punctuation in all assignments and communications.

Digication

As a student you will maintain an online learning portfolio using a college-designed template in Digication. Through this electronic tool you will have the opportunity to monitor your own growth in college-wide learning. It may even help you determine a major that is best suited to you. You will be able to keep and maintain your learning portfolio after graduation. A Three Rivers General Education Assessment Team will select and review random works to improve the college experience for all. If your work is selected and reviewed for assessment purposes, it will remain anonymous and private. Digication provides a "place" where you will connect your learning from the classroom, college, and life in general. Sometimes when you review all of the work you have done and think about it, you end up learning something different and perhaps unexpected. Please review your course outlines to determine what assignments you want to upload into the TRCC Digication template.

- Module #1** **Ch. 1 Exploring the InDesign Workspace; Developing Page Design Ideas**
- Explore the InDesign Workspace
 - Change Document Views
 - Navigate Through a Document
 - Modify Objects and Use Smart Guides
 - Examine Design Solutions
 - Critique a Layout
 - Enter two discussions about InDesign
- Module #2** **Ch. 2 Working with Text; Non-Designer's Design Book Intro Design Principles**
- Format Text
 - Format Paragraphs
 - Format Paragraphs, continued
 - Create and Apply Styles
 - Create Lists – bulleted and numbered
 - Learn 4 design principles
 - Recognize principles in a document you will produce and examine
- Module #3** **Ch. 3 Setting Up a Document & NDDDB Mini-Glossary**
- Create a New InDesign Document
 - Create & Modify Text Frames
 - Use InDesign Help
 - Place Text and Thread Text
 - Use glyphs
 - Generate the Mini-Glossary on p. 235 in TNDDDB.
- Module #4** **Ch. 5 Quick Fixes**
- Merge images to create panorama
 - Make typical corrections – red eye, highlight/shadow
 - Apply optical lens correction to image
 - Align and blend 2 images to extend depth of field
 - Use Level Adjustment Layer to enhance color and contrast
 - Use adjustment layers for brightness and color correction
 - Use content-aware tools to change photos
- Module #5** **Ch. 5 Color; Alignment; Images**
- Work with Process Colors
 - Apply Color
 - Mix colors
 - Use Swatches panel
 - Create Spot Colors
 - Manipulate gradients
 - Use online Tutorial on images
- Module #6** **InDesign Project. Newsletter**
- Use photos from internet
 - Integrate the material from all your learning resources
 - Use design skills to select colors
 - Use Discussion to learn and review skills with classmates
 - Produce a newsletter with text and graphics using InDesign

Module #7 Design Review & Photoshop Ch. 1

- Identify design principles while examining two documents
- Use design principles to redesign an ad
- Learn how to open & save an image in PS
- Read about copyright issues
- Compare print vs. web images
- Enter into a Discussion about your experience with Photoshop

Module #8 PS Ch. 2 PS Basics; Basic Photo Corrections

- Organize, convert, name, and merge layers
- Use History Palette
- Using Color Range for Selecting
- Create PDF Presentation
- Use Photoshop Help
- Straighten and Crop an image
- Remove color cast
- Create slide show

Module #9 PS Ch. 3 & 4 Selections & Retouching and Repairing

- Make a selection using shapes
- Modify a marquee
- Select using color and modify a selection
- Add a vignette to a selection
- Add color to a grayscale image
- Use filters, opacity, and blending modes
- Use the Color Picker and the Swatches panel
- Place a border around an image
- Blend colors using the Gradient tool
- Match colors
- Apply special effects using filters

Module #10 PS Ch. 5 Making Selections, Color, Type in image

- Work with color to transform an image
- Use the Color Picker and Swatches panel
- Place a border around an image
- Blend colors using the Gradient tool
- Add color to a grayscale image
- Use filters, opacity and blending modes
- Match colors

Module #11 Illustrator (Ch.1) extra credit

- Explore Illustrator Workspace
- View and modify artboard elements
- Work with Objects and Smart guides
- Create Basic Shapes
- Apply fill and stroke colors to objects

**Module 11,
part 2 Graphic Design Report**

- Explore print material on Graphic Design
- Explore one topic in depth
- Organize material into a presentation for the class

Module #12 Final project newsletter 20% of grade

- Examine 4 newsletters and participate in discussion
- Review newsletter requirements
- Practice Photographic Edges
- Read about newsletter design in TNDDB
- Obtain Art Essentials and practice with painting tools and selecting
- Decide on newsletter topic & process

Module #13 More on Final Project - Adjust color, intensity,

- Designing a title; kerning
- Using white type on a dark background - reverse type
- Applying a blending mode (effect) to type
- First Line Indents; paragraph style reminders

Final Project reminders · Review 22 requirements on grading sheet; Review "do nots" on grading sheet
· Review design principles in NDDB; Assess last minute tips for completion