

Course title: Desktop Publishing

Course number: GRA 140

Credits: 3 Semester Hours

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

Grading System: 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**

The purpose of this computer graphics course is to teach the student to produce print and web publications on the computer using the Adobe Creative Suite3 (InDesignCS3, PhotoshopCS3 IllustratorCS3, and Acrobat Pro) as well as scanning software. Students will study page design, typography, and image editing.

Students will use the computer for writing, editing, imaging, layout and graphics.

## **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**

In addition to learning specific technical skills of desktop publishing, this course teaches and reinforces basic skills expected of all Three Rivers graduates and includes the following:

1. Perform basic computer operations.
2. Recognize the relationship between art and technology.
3. Evaluate publication features in terms of their ability to support the text.
4. Create a document after identifying and analyzing the essential characteristics of the work.
5. Perform basic operations on documents using different mathematical systems - inches and picas.
6. Perform basic operations on a computer calculator.
7. Use grids as a method of measuring and allocating space on a page.
8. Develop a sequence of steps to accomplish the goal of producing a professional level publication.
9. Locate journal articles on desktop publishing and assess their usefulness to desktop publishing.
10. Distinguish main ideas or generalizations from supporting details so that the student can use appropriate DTP techniques to help the reader do the same.
11. Edit written work to eliminate grammatical, spelling, and mechanical errors.
12. Use an understanding of cultural differences to develop appropriate page designs for publications.
13. Think critically about a document and the visual presentation of its ideas.

## **Instructional Modes**

Computer graphics, scanning, digital camera use, page design, page layout, hands-on computer instruction, individual and group editing.

## **Instructional Materials**

Chris Botello & Elizabeth Eisner Reding, The Design Collection Revealed - Adobe InDesign CS3, Photoshop CS3 & Illustrator CS3, Thomson Course Technology, Boston.

Robin Williams, The Non-Designer's Design Book, Peachpit Press, Berkeley.

Handouts

## **Course Skills and Class Assignments**

See schedule of Course Skills and Class Assignments attached.

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## **Evaluation**

Students will be evaluated on the basis of 25+/- small assignments which will be assigned a grade under "Packet 1 and Packet 2," 6 graded projects, and a final project which will be 50% of the final grade.

Students who have one or zero absences will have 5 points added to their final average. Students will be expected to work on their assignments in the computer lab or at another location during hours when class is not in session.

## **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 will be made during class time 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.

## **Cellular phones and beepers**

Cellular phones and beepers are allowed in class only if they are turned off or turned to a silent mode. Under no circumstances are phones to be answered in class. Text messaging is also not permitted in class. When there are extenuating circumstances that require that a student be available by phone or text, the student should speak to the instructor prior to class, so that together they can arrive at an agreement.

## **Email**

Students are encouraged to use email 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.

<b>Class #1</b>	<b>Ch.1 Exploring the InDesign Workspace</b> <b>Ch. 2 Working with Text</b> <ul style="list-style-type: none"><li>• Explore the InDesign Workspace</li><li>• Change Document Views</li><li>• Navigate Through a Document</li><li>• Use InDesign Help</li><li>• Format Text</li><li>• Format Paragraphs</li></ul>	<b>Assignment for Class 2*</b> Do "Min-Pin:" Project Builder 2 p.2-35. Substitute your name for Christopher Smith. Save in your folder. Read about Proximity in NDDDB -through page 32. Note "What to Avoid" on p. 32. Bring in a design that includes one of these errors.
<b>Class #2</b>	<b>Ch.2 Working with Text, continued</b> <ul style="list-style-type: none"><li>• Format Paragraphs, continued</li><li>• Create and Apply Styles</li><li>• Edit Text</li></ul>	<b>Assignment for Class 3*</b> Do Design Project p.2-36 & Group Project p. 2-37 but do it on your own. Add your name to each one in 6 point type using a font not previously used in class. Bring Non-Designers Book to class.
<b>Class #3</b>	<b>Ch. 3 Setting Up a Document</b> <ul style="list-style-type: none"><li>• Create a New Document</li><li>• Create Master Pages</li><li>• Apply Master Pages to Document Pages</li><li>• Place Text and Thread Text</li></ul>	<b>Assignment for Class 4*</b> Do Lesson 4 pp.3-35 - 3-41. Bring completed work to class. Then read Alignment chapter in NDDDB and note "What to Avoid" at end. Bring in a design that includes one of these errors*
<b>Class #4</b>	<b>Non-Designer's Design Book</b> <ul style="list-style-type: none"><li>• Definitions</li><li>• Categories of Type, reverse type</li><li>• Rules, bullets, dingbats, indents, colors</li></ul>	<b>Assignment for Class 5**</b> Reproduce the Glossary page from the Non-Designers Book, using its formatting, colors, design, and size.
<b>Class #5</b>	<b>Ch. 4 Working with Frames</b> <ul style="list-style-type: none"><li>• Modify Master Pages and Document Pages</li><li>• Create New Sections and Wrap Text</li><li>• Work with Transform panel</li><li>• Work with Graphics Frames</li><li>• Work with Text Frames</li></ul>	<b>Assignment for Class 6*</b> Do Project Builder 1 & 2 in Ch. 4 on your own. Save your work to your folder. Add your name to both lessons in 7 pt type in another "new" font.
<b>Class #6</b>	<b>Ch. 5 Working with Colors</b> <ul style="list-style-type: none"><li>• Work with Process Colors</li><li>• Apply Color</li></ul>	<b>Assignment for Class 7**</b> Start Declaration of Independence newsletter - handout. Read Ch. 4 Repetition in NDDDB.
<b>Class #7</b>	<b>Declaration of Independence Workshop</b> <ul style="list-style-type: none"><li>• Obtaining text from web</li><li>• Converting web text to print text.</li></ul>	<b>Assignment for Class 8**</b> Complete Declaration of Independence newsletter - handout.
<b>Class #8</b>	<b>Ch. 5 Working with Colors, continued</b> <b>Tabs &amp; Leaders</b> <ul style="list-style-type: none"><li>• Work with Spot Colors</li><li>• Work with Gradients</li><li>• Using tabs, leaders</li></ul>	<b>Assignment for Class 9</b> Start Redesign menu - handout.** Do Project Builder 2 p. 5-41 *
<b>Class #9</b>	<b>Polishing redesigned menu</b>	<b>Assignment for Class 10</b> Finish Redesign menu - handout.**
<b>Class #10</b>	<b>Ch. 1 Intro Adobe Photoshop CS3</b> <ul style="list-style-type: none"><li>• Start Adobe Photoshop CS3</li><li>• Learn how to open and save an image</li><li>• Use the Layer and History palettes</li><li>• View &amp; print image, close, exit</li></ul>	<b>Assignment for Class 11</b> Do Shakespeare's Papers redesign pp. 87-89 in NonDesigner book.** Do Project Builder 2-25 p.1-41 in Photoshop section.*

**\*\* Graded, Required.**

**\*Required, included in Packet grade**

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**Class #11 Basic Photo Corrections (handout)**  
· Adjust color, intensity,  
· Use levels-adjust midtone, highlight, shadow  
· Crop photo  
· Intro report on graphic design topic

**Class #12 Ch.2 Working with Layers**  
· Examine and convert layers  
· Add and delete layers  
· Add a selection from one image to another  
· Organize layers with layer groups and colors

**Class #13 Ch. 3 Making Selections**  
**Class #14**  
· Make a selection using shapes  
· Modify a marquee  
· Select using color and modify a selection  
· Add a vignette effect to a selection

**Class #15 Ch. 4 Incorporating Color Techniques**  
· Work with color to transform an image  
· Use the Color Picker and the Swatches palette  
· 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

**Class #16 Photoshop painting, bucket, & gradient tools**

**Class #17 Ch. 5 Placing Type in an Image**  
· Learn about type and how it is created  
· Change spacing and adjust baseline shift  
· Use the Drop Shadow style  
· Apply anti-aliasing to type  
· Modify type with the Bevel and Emboss style  
· Apply special effects to type using filters  
· Create text on a path

**Class #18 Ch. 2 Illustrator section: Creating Text and Gradients**  
· Create and Format Text  
· Flow Text into an Object  
· Position Text on a Path  
· Create Colors and Gradients  
· Apply Colors and Gradients to Text  
· Adjust a Gradient and Create a Drop Shadow

**Class #19 Using Special Brushes; Intro Final Project**

**Class #20 Final Project Workshop**  
· Master pages, auto page numbers  
· Creating titles

**Class #21,22 Final project workshops and reports on**  
**23, 24, 25, graphic design projects.**  
**26, 27**

**Assignment for Class 12**  
Sign up for report on Graphic Design topic.  
Repair "Old Image" in Samples in Photo-shop.\*\*

**Assignment for Class 13\***  
Do Design Project on 2-26 and Group Project (on your own) on p.2-27. Make a text layer on each project for your name.\*

**Assignment for Class 15\***  
Read Ddsigning iwth Type pp. 143-160 in NDDb. Do Little quizzes 3,4,5. In Revealed book, do Project Builder 1 p3-26 and Design Project 2 p3-28. Make your design better than the model. Use more than 2

**Assignment for Class 16\***  
Do Project Builder 1 p4-34 and Design Project 2 p4-36. You may make your own design rather than using the model.

**Assignment for Class 17\***  
Finish Columbus Ships. Do another.

**Assignment for Class 18\***  
Do assignments on pp. 5-32,33,34.

**Assignment for Class 20**  
Select topic for your final project

**Final Project due May 12 - 50% of grade\*\***