

Desktop Publishing - GRA 140 Spring 2009 Three Rivers Community College

Course title: Desktop Publishing (online)

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 online

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, all online.

Students will use the computer for 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

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, online computer instruction, individual and group editing and discussion will take place online through Blackboard.

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.

All instruction will be done through Blackboard/Vista online.

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. Crotofof, Professor

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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.

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.

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.

- Module #1** **Ch.1 Exploring the InDesign Workspace; Developing Page Design Ideas**
- Explore the InDesign Workspace
 - Change Document Views
 - Navigate Through a Document
 - Use InDesign Help
 - Examine Design Solutions
 - Critique a Layout
- 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
 - Edit Text
 - 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 Document
 - Create Master Pages
 - Apply Master Pages to Document Pages
 - Place Text and Thread Text
 - Generate the Mini-Glossary on p. 211 in TNDDDB.
- Module #4** **Ch. 4 Working with Frames; Proximity**
- Work with Graphics Frames
 - Work with Text Frames
 - Study and use Proximity
- Module #5** **Ch. 5 Working with color; Alignment (TNDDDB Ch.3)**
- Work with Process Colors
 - Apply Color
 - Mix colors
 - Use Swatches panel
 - Create Spot Colors
 - Manipulate gradients
- Module #6** **InDesign Project. Dec. of Independence Newsletter**
- 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 4 page newsletter with text and graphics using InDesign
- Module #7** **Design Review & PhotoshopCS3 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
 - Use organizational & management features in PS
 - Use Layers and History palettes in PS
 - Use Photoshop Help
 - View and print an image in PS
- Module #8** **PS Ch.2 Layers, Selecting, & Basic Photo Corrections • Create a New Document**
- Organize & convert layers
 - Naming layers & merging layers

- Add a selection from one image to another
- Using Color Range for Selecting
- Adjust Opacity of layer
- Understand resolution and size
- Straighten and Crop an image
- Remove color cast
- Adjust saturation and brightness using Sponge and Dodge tools

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

- Make a selection using shapes & modify a marquee
- Select using color and modify a selection
- Add a vignette effect to a selection
- Using Clone Stamp to eliminate an unwanted part of an image
- Using Spot Healing Brush, Healing Brush and Patch tools to blend in corrections
- Make corrections on duplicate layer

Module #10 PS Ch.4&5 Incorporating Color & Placing Type in an Image

- Work with color to transform an image
- Use the Color Picker and the Swatches palette; match color
- Place a border around an image
- Blend colors using the Gradient Tool
- Add color to a grayscale image
- Use filters, opacity, and blending modes
- Learn about type and how it is created; apply anti-aliasing to type
- Change spacing and adjust baseline shift
- Use the Drop Shadow style
- Modify type with the Bevel and Emboss style
- Apply special effects to type using filters
- Create text on a path

Module #11 Illustrator (Ch.2) Text & Gradients; graphic design report

- 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
- Access paper and web material about graphic design

Module #12 Final project newsletter 50% of grade

- Examine 4 newsletters and participate in discussion
- Review newsletter requirements
- Practice Photographic Edges
- Read about newsletter design in TNDDDB
- 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 bold title
- Using white type on a dark background – reverse type
- Applying a blending mode (effect) to type

Module#14 Final Project reminders - due May 14.

- Review 22 requirements on grading sheet; Review "do nots" on grading sheet
- Review design principles in NDDDB; Assess last minute tips for completion