

GRA\* 140 Publication Design CRN 11330  
Class : Tues. & Thurs. 2:30 – 3:45 pm  
Three Rivers Community College CC E114  
Jan 19, 2012 - May 15, 2012 Lecture/Lab

Adjunct Professor: Tim Behl  
Office hours, as needed / schedule pending  
Email: TBehl@trcc.commnet.edu

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### Course Description

This is an introductory course for beginning designers with the emphasis on software usage. We will be learning and using the Adobe Creative Suite 5 (CS5), which includes Photoshop, Illustrator and InDesign to produce printed publications. This is a studio art course and you may be asked to work without the aid of a computer in order to apply graphic design principles to your layouts. Plan on budgeting large time slots to practice using the Adobe CS5 Software programs in order to complete projects, homework and class assignments.

No food or beverages in the computer lab, a regular break will be given. No cell phones, pagers or music devices will be used during class time. Come to class prepared, and on time. Arriving twenty minutes late, or leaving twenty minutes early will be considered an absence for that class. You should plan on spending additional time working on your projects outside the class lab time. Depending on your level of skill, plan on allocating at least three additional hours a week to complete class assignments.

### Course Objectives

Become an experienced user of the Adobe CS5 Software package, understand the effective use of typography. Learn to create images for print publication and explore design principles applied to page layout. Create printed publications to build a design portfolio.

### Required Text

Design Collection CS5 Revealed,  
by Botello (ISBN 9781111652364)  
Non-Designer's Design Book,  
by Williams ( ISBN 9780321534040 )

### Other Materials

Notebook and/or Sketchbook  
Black ITOYA presentation book 8.5"x 11"

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### Required Storage Media

4 Gig USB, flash drive, also called a Jump\or thumbnail drive to store and retrieve your digital working files of your website. Please include your name and phone number on the drive, in the event it is lost, this information will be vital if the drive is to be returned to you.

### Projects

Emphasis will be on the creative and functionality of assigned projects using the software technology covered. There will be class exercises, student participation, discussions, demonstration and lectures. Collaboration, personal expression and content development are required along with learning Adobe CS5. In addition to class projects and assignments you will be required to produce a final portfolio consisting of seven of your best designs.

### Evaluation

Projects are evaluated on technical functionality, overall design, and ease in navigating the site. You are responsible for the understanding the assignments and exercises. Please ask question if you don't understand something. Each assigned project will be evaluated using the university grade scale of (A – F)

### Due Dates

All assignments are expected to be completed by the being of class on the due date given, unless specified. If work is handed in late, the grade will be lowered by half a letter grade per each class it's past due. If you have issues meeting a deadline, please inform me in advance.

Please work at the same computer station during the class. Keep assignments and projects well organized in a folder on the desktop. Copy your original files from USB flash drive to the desktop folder, so you are working from the desktop. At the end of class copy your new files back on to the USB drive. DO NOT keep files on the computer desktop, as they will be removed as a routine data management process.

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### Attendance

A sign-in sheet will be available in the beginning of each class, it is your responsibility to locate it and sign in.

There will be something new taught every class. Class participation is also part of your final grade. All students are responsible to makeup all missed assignments. Makeup work (from missed classes only) must be submitted by the first class after the absence or it will be considered a missed project.

### Grading

Grading will be focused on projects, quizzes, class exercises, and class participation. Your final grade will be weighted as follows:

Projects	30%
Quizzes	30%
Class Presentation	20%
Class exercises	10%
Participation & Attendance	10%

Completion of all assignments is required. No student may receive a passing grade for this class without completing all the assignments given.

### Students with Disabilities

If you are a student with a disability and believe you will need accommodation for this class, it is your responsibility to contact the Disability Counseling Services at 860 383-5240

To avoid any delay in the receipt of accommodations, you should contact the Disability Counseling Center as soon as possible. Please note that I cannot provide accommodation based upon disability until I have received an accommodation letter from the Disability Counseling Services. Your cooperation is appreciated.

### Inclement Weather

In the event of inclement weather, students should call the college's main number at 860 886-0177. There will be a recorded message indication whether or not classes are being held.

### College Withdrawal Policy

A student who finds it necessary to discontinue once the class has met must provide written notice to the Registrar. Withdrawal forms are available at the Registrars' office at all campuses. 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 listing. Withdrawal requests received after these deadlines must bear instructor's signatures. No withdrawals are permitted after the last class preceding the final exam/project. Students who do not obtain an official withdrawal, but simply stop attending classes, run the risk of earning an "F" grade for the course.

### Please Note

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes.

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Jan. 24 : Introduction, Review of Syllabus, Student introductions (Workflow principles and Organization)

Jan. 26 : In class we will review Chapter 1 Lesson 1 & 2 - The Design Collection Revealed (assignment read 01-50 pgs. the non-Designer's Design Book for next class  
Select an advertisement from a magazine or newspaper, bring to class  
write a few sentences about why you found the advertisement appealing.  
consider Proximity, Alignment, and Fonts to be discussed in class on Jan.31)

Jan. 31 : In class we will review and discuss your ad. you have select and how they relate to your assigned reading 01-50 pgs. the non-Designer's Design Book.  
Review chapter 1 Lesson 3 & 4 - The Design Collection Revealed  
(assignment read 51-108 pgs. and complete the Little Quiz 1 & 2 pgs. 86, 87 the non-Designer's Design Book, and in The Design Collection Revealed complete design and portfolio projects pgs. InDesign 1-46 1-47 for next class Feb. 7)

Feb. 02 : No Class

Feb. 07 : In class we will review Little Quiz 1 & 2, your layout of Shakespeare paper  
also review InDesign 1-46 1-47 print outs. Review Chapter 2 Lesson 1 & 2 - The Design Collection Revealed (assignment read 109 -152 pgs. the non-Designer's Design Book.  
Chapter 2 - complete design and portfolio projects pgs. InDesign 2- 40, 2-41 The Design Collection Revealed for next class Feb. 09)

Feb. 09 : In class we will review Chapter 2 Lesson 5 - The Design Collection Revealed -  
(assignment read 153 -215 pgs. and complete the Little Quiz 3, 4, 5 pgs. 161-163 the non-Designer's Design Book, and Chapter 3 - complete design and portfolio projects pgs.  
InDesign 3- 64, 3-65 The Design Collection Revealed for next class Feb. 14)

Feb..14 : In class we will review Quiz 3, 4, 5. Your printed InDesign version of the assignment Shakespeare Papers.(assignment read and Chapter 4 - complete design and portfolio projects pgs. InDesign 4- 62, 4-63 The Design Collection Revealed for next class Feb. 16)

Feb. 16 : . Review class assignment InDesign 4- 62, 4-63 (assignment read The Design Collection Revealed Chapter 5, complete design and portfolio projects pgs.  
InDesign 5- 42, 5-43, for next class Feb. 21)

Feb. 21 : Review lessons InDesign questions (assignment read The Design Collection Revealed Photoshop Chapter 1, complete design and portfolio projects pgs. for next class Feb. 23)

Feb. 23 : Review Photoshop Chapter 1 - (assignment read The Design Collection Revealed Photoshop Chapter 2, for next class Feb. 28)

Feb. 28 : Review Photoshop Chapter 2 (assignment read The Design Collection Revealed Photoshop Chapter 3, for next class Mar. 01)

Mar. 01 : Review Photoshop Chapter 3 (assignment read The Design Collection Revealed Photoshop Chapter 4, for next class Mar. 06)

Mar. 06 : Review Photoshop Chapter 4 (assignment read The Design Collection Revealed Photoshop Chapter 5, for next class Mar. 08)

Mar. 08 : Review Photoshop Chapter 5 (assignment read The Design Collection Revealed Photoshop Chapter 6, for next class Mar. 20)

Mar. 13 : Review Photoshop Chapter 6 (assignment read The Design Collection Revealed Illustrator Chapter 1, for next class Mar.15)Spring Break

Mar. 15 : Review Photoshop Chapter 6 (assignment read The Design Collection Revealed Illustrator Chapter 1, for next class Mar.27)

Mar. 20 : Spring Break

Mar. 22 : Spring Break

Mar. 27 : Review Illustrator Chapter 2(assignment read The Design Collection Revealed Illustrator Chapter 3, for next class Mar. 29)

Mar. 29 : Review Illustrator Chapter 3(assignment read The Design Collection Revealed Illustrator Chapter 4, for next class Apr. 03)

Apr. 03: Review Illustrator Chapter 5(assignment read The Design Collection Revealed Integration chapter 1 for next class Apr. 05)

Apr. 05: Review Illustrator Chapter 4(assignment read The Design Collection Revealed Illustrator Chapter 5, for next class Apr. 10)

Apr. 10 : Review Illustrator Chapter 5(assignment read The Design Collection Revealed Integration chapter 1 for next class Apr. 12)

Apr. 12 : Open class Working on final Portfolio Designs (7 layouts )

Apr. 19 : Open class Working on final Portfolio Designs (7 layouts )

Apr. 26 Open class refining final Portfolio Designs

May 01 : Creating digital portfolio with PowerPoint

May 03 : Open class group critiques of designs, considering: Contrast, Repetition, Alignment, Proximity, Color, Composition.

May 08: Open class group critiques of designs, considering: Contrast, Repetition, Alignment, Proximity, Color, Composition.

May 10: Open class ; edits and redesign based on critiques; begin Final Portfolio Review

## May 15: Final Portfolio Review

There will be a review of your assignments and homework, keep your originals in a folder or notebook or separate portfolio, with your name and class, Pub. Design (This is in preparation of your final portfolio, due at the end of the semester, May 15.)

Notes or Questions

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