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 Suite CS 6 (InDesign CS6, Photoshop CS6 Illustrator CS6, 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

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 Suite 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, The Design Collection Revealed - Adobe InDesign CS6, Photoshop CS6 & Illustrator CS6, Thomson Course Technology, Boston.

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

Gary Hustwit, Helvetica, a documentary film, Plexi Productions

Adobe Creative Suite CS6, available at a discount from efollet.com, the online college bookstore

All instruction will be done through Blackboard 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.

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.

Linda M. Crootof, Professor   LCrootof@trcc.commnet.edu   www.my.commnet.edu

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

myCommNet Alert is a system that sends text messages and emails to anyone signed up in the event of a campus emergency. Additionally, TRCC sends messages when the college is delayed or closed due to weather.

All students are encouraged to sign up for myCommNet Alert. A tutorial is available on the Educational Technology and Distance Learning Students page of the web site.The link is below:
http://www.trcc.commnet.edu/div_it/educationaltechnology/Tutorials/myCommNetAlert/MIR3.html

Students should use traditional standards of correct spelling, grammar, and punctuation in all assignments and communications.

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 & NDDB Mini-Glossary**
- Create a New InDesign Document
- Create & Mpodify Text Frames
- Use InDesign Help
- Place Text and Thread Text
- Use glyphs
- Generate the Mini-Glossary on p. 211 in TNDDB.

Module #4 **Ch. 4 Frames; Proximity; more Setup**
- Modify margins, columns, color tints
- Work with Graphics Frames
- Work with Text Frames
- Study and use Proximity
- Use small caps; design paragraph indents
- Obtain Helvetica movie

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 Layers, Basic Photo Corrections. Web Gallery**
· Organize, name, merge & convert layers
· Use History Palette
· Use Bridge
· Using Color Range for Selecting
· Create Web Gallery
· 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 Layers, Selections & Retouching and Repairing**
· Examine, convert, add & delete Layers
· 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 to repair an image
· Using Healing Brush and Patch tools to blend in corrections
· Make corrections on duplicate layer

Module #10   **PS Ch. 4 -6 Making Selections, Color, Type in Image**
· 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 #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, Concordant type**
· 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

Module#14   **Final Project reminders - due May 16** · Review 22
requirements on grading sheet; Review "do nots" on
grading sheet
· Review design principles in NDDB; Assess last minute
tips for completion

**Any Week
before April
30**   **Helvetica movie**
· **Font quiz discussion**
· **Helvetica signage**
· **Helvetica Quiz**
· **Helvetica Reviews**

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