GRA 140 Syllabus
Desktop Publishing/ Print Publication

Three Rivers Community College Spring 2010
Tuesday & Thursday 9:00 am–10:45 am
Mac Lab, Room E114

Adjunct Professor Rebecca Moran
Office hours, as needed
Email: rebeccamoran@att.net
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This is an introductory course for beginning designers with the emphasis on software usage. We will be learning and using the Adobe Creative Suite 3 package (CS3). which includes Adobe 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 chucks of time to practice using the Adobe CS3 software outside of class time. You must be able to use all three software programs in order to complete projects, homework and class assignments.

NO food or drink is allowed in this lab. Please turn off all cell phones or pagers and do not socialize through FB, email, IM or surf the web during class time. Come prepared to class on time with your books, materials and homework. Fifteen minutes late to class or leaving fifteen minutes early will be marked as an unexcused absence unless excused by the instructor. Please approach this class with a professional workplace attitude.

Introduction
This course is an introduction to basic techniques and practices of Graphic Design applied to Digital Print Publication. The focus is on the use of Adobe CS3 software, informed typography and page layout in visual communication in print media. The role of a graphic designer will also be looked at.

Many job opportunities exist in the Graphic Design field (formerly known as Desktop Publishing). Areas include Corporate Identity, Environmental Graphic Design, Editorial Design, Illustration, Exhibit Design, 3-d Packaging Design, Digital Imaging, Print Publication, Multi-media Design, Web Design, Type Design, Film Title Design and Motion Graphics. This course is an introduction to the basic software and design skills needed and can be thought of as a springboard to more specialized areas in the Graphic Design field.

Objectives

1. Become an experienced user of the Adobe CS3 software package

2. Understand the effective use of typography

3. Learn to create images for print publication

4. Explore Graphic Design Principles applied to page layout

5. Create printed publications to build a design portfolio

Required Text
The Non-Designer's Design Book, by Robin Williams

The Creative Suite Revealed, Adobe InDesign, Photoshop, Illustrator CS3
Chris Botello & Elizabeth Eisner Reding

Attendance
Attendance to all class meetings is required. Lectures, tutorials, discussions and critiques will occur regularly. Your full participation and attendance is valued and required.

A sign-in sheet will be available. It is each students responsibility to locate it and sign in. Two excused absences are allowed during this semester. All excused absences must be accompanied by written documentation. Unexcused absences will lower your grade by one-half grade increments. If you miss more than four classes total, you will not pass this class. No exceptions.

Students are responsible for all missed class and homework assignments *before* the next class. Makeup work must be submitted on your return to class after being absent or it will be marked as a missed project.

Essential Materials
4-5 CD-R compact disks
USB drive, external drive or storage media
Notebook and/or Sketchbook
Black ITOYA presentation book 8.5"x 11"
Foamcore or matboard for mounting

Optional Materials
Markers/layout paper, tracing paper 8"x 10"
HB Pencils (mechanical pencils work well)
Eraser, Exacto knife/blades, AcucuSpec II
Type gauge, 18" metal ruler, drafting tape

Assignments
This course emphasizes learning the Adobe CS3 software package for the completion of projects, homework assignments and class exercises.

Turn in course work in your ITOYA presentation book. The process of solving a design problem is just as important as the solution, be sure to include notes and sketches. Projects may be submitted in both hard copy and electronic format. Label all work handed in with your name, date, and assignment title.

Evaluation and Grading

Projects will be evaluated on how you solved the design problem as related to the assignment and the use of software programs. Creativity and craftsmanship affect the outcome of your finished work. You are responsible for understanding projects, homework assignments and class exercises, please ask questions if you don't understand.

Each projects, homework assignments and class exercises will be evaluated using the University grade scale of (A-F) upon completion. Grades are weighted so that final projects will count more than beginning projects.

Projects 25%
Homework 25%
Class Exercises 20%
Research Paper & Powerpoint Presentation 20%
Participation & Attendance 10%

Due Dates

Printing can be difficult when everyone waits until the last minute to print out their projects. Do not wait until the last minute to print out projects that are due. Get it printed before the due date. All work is expected to be completed by the beginning of the class period, unless specified at another time. If you have a problem meeting a deadline, please discuss this with me in advance.

Project Rules

Type must be an identifiable typeface (not made up or created by the student); except for text appearing as handwriting (any exceptions must be cleared by the instructor in advance). No fonts may be loaded on to the MAC's, please use the fonts provided.

Basic workstation maintenance (computer and peripheral devices) is considered part of your grade. Please work at the same computer during each class. Keep assignments and projects organized in a folder in Student Work. Back up your work on CD's or external drives. Do NOT keep files on the computer desktop, they may be removed. When leaving class, close all programs and clean off the computer desktop of unwanted files.

Class Participation

Emphasis of this course is both on completion of projects, completion of homework and class participation. Students will be expected to participate in all class activities.

Student Work

Take notes and apply the lecture material to the homework assignments. Artwork and/or other assignments turned in for grading will be returned during scheduled class time, instructor's office hours, or by special arrangement with the instructor. The instructor will hold assignments for no more than one full semester following the end of class. Assignments not picked up during this time period will become the property of Three Rivers Community College and may be discarded.

Students with Disabilities

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

Sample Projects: Subject to change based on the needs of the class.

1. Design name and print spine for ITOYA book (Illustrator)

2. Typographic Business Stationary: informed type (Illustrator)

3. Logo Design: Adding logo to Business card (Illustrator and Photoshop)

4. Editing images for Print Media (Photoshop)

5. Postcards and Ads: Type & images (Photoshop)

6. Single Page Layout: Flyer (Photoshop and InDesign)

7. Multiple Page Layout: Double page spreads Magazine Article (Illustrator, Photoshop, InDesign)

8. Newsletter, Templates and Grids (Illustrator, Photoshop, InDesign)

9. Powerpoint Class Presentations Designed (Illustrator, Photoshop, InDesign)

10. Research Paper & Powerpoint Class Presentations Suggested topics may include: History of Graphic Design, Famous Graphic Designers, Styles of Graphic Design, Digital and Traditional Workflow.