

ART 175: Electronic Publishing Design I

SPRING 2005

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CALENDAR

Section 0298 Room F201

Mondays and Wednesdays

1/17 through 5/19:

Time: 12 noon – 2:45 PM

PORTFOLIO is due on May 4th.

FINAL EXAM is on May 9th.

Plan to attend and work during every class.

THE COURSE

This course is intended to provide information about the multiple elements of computer graphics using desktop publishing. It provides a basic foundation in the use of publishing techniques, including the design, formatting, and printing of documents using a page-layout program.

Prerequisites: ART 100 or permission of the instructor.

Course Competencies:

1. Overview of desktop publishing, terminology, and definitions.
2. Set up single and multi-page documents.
3. Use design and composition theories when creating original documents and critically evaluating the work of others.
4. Use and demonstrate different characteristics of typography.
5. Edit text and graphics.
6. Design original graphic effects in a document.
7. Create and edit process colors.
8. Design camera-ready documents that include scaling, halftones, and multi-color separations.

TEXT

REQUIRED:

Essentials for Design: QuarkXPress 6 Level One. Prentice Hall ISBN 0131468480

COURSE REQUIREMENT

1. Participate in all class activities.
2. Complete TUTORIALS.
3. Complete outside projects.
4. Turn in Portfolio with completed assignments/notes Zip disk
5. Take Exam

GRADING

Each student will be evaluated on the extent of:

1. Participation in all activities/presentations/demonstrations/critiques
2. Completion of reading and writing assignments
3. Application of ideas presented in the course to activities in class and class original assignments
4. Submission of all assigned projects in a portfolio (individual projects will be graded on their creativity and use of artistic concepts)
5. Results of exams.

TOTAL GRADE is determined by:

Tutorials = 30%

Original Projects and items 1, 3, 4, 5 above = 70%

SPECIAL NOTES: This instructor will automatically withdraw students who are not attending classes and/or after two unexcused absences.

This syllabus is subject to additions, deletions, and changes dependent upon student and course needs which may vary from semester to semester.

ADDITIONAL REQUIREMENTS

In addition to the required text, it is necessary for students to have the following items:

1. One or more Mac ZIP disk 250MB recommended
2. Drawing materials (sketchbook, pencils)
3. Portfolio materials (binder, page protectors, etc.)

Disability Support Services

Location: Learning Center Building

Telephone: (602) 285-7477 V/TDD

The Disability Support Services (DSS) Office coordinates services which will ensure equal access to college programs for students with disabilities. Services include interpreting for the deaf/hard of hearing, notetaking, reading, scribing, adaptive technology, testing accommodations, alternative text formatting, and special seating arrangements. Some classroom accommodations such as interpreting services, audio taped texts and handouts, enlarged print and Braille materials require preparation time. For this reason, students with disabilities are encouraged to contact the DSS Office prior to registration and provide us with the necessary documentation. All disability-related information provided to DSS remains confidential.

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SCHEDULE:

Week

- 1/17 No Class Monday – MLK Day**
Wed.: Introduction/Overview/Planning
HW*: Buy book, ZIP disk
Read pages XI - XVIII
***Please read each chapter ahead of class exercises**
- 1/24** Discussion: Desktop Publishing overview
Intro to QuarkXPress Book Chapter 1
Tour of QuarkXPress,
Working with Pages and Layouts
Book Project 1 and 2
pages 2 – 98
- 1/31** Continue Projects 1 and 2
- 2/7 Projects 1 and 2 due**
Quiz Chapters 1-2
- 2/14** Book Project 3 and 4
pages 103 - 213
- 2/21 No Class Monday _ Pres. Day**
- 2/28** Work on Projects 3 and 4
- 3/7 Complete Projects 3 and 4**
Quiz Chapters 3 and 4
- 3/14 SPRING BREAK**
- 3/21** Book Projects 5 and 6
pages 213 – 282
- 3/28** Work on Projects 5 and 6
- 4/4 Projects 5 and 6 due**
Quiz Chapters 5 and 6
- 4/11** Book Project 7
pages 283 - 326
- 4/18 Project 7 due**
Quiz on Chapter 7
- 4/25** Begin Final Project
- 5/2** Lab period – Final Project
Wed. 5/4 Final Project and Portfolios
- Due**
- 5/9 FINAL EXAM** and Portfolio critique.

Due periodically throughout semester:
Outside Assignment: Collect 8 pages of information to be used in a book. Material may include: poetry with images, recipes and illustrations for a cook book, lyrics and illustrations for a music book, or weekly journal entries with illustrations.

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PORTFOLIO:

Portfolio includes a Zip disk or CD and printed files.

Zip Disk or CD: All semester work. You must include Quark files, Image files, and Font files.

Printed Files: 3 color prints of your choice from the semester and B&W prints of all other work in a 3-ring binder. You **MUST** have a cover page with your name, class, and date. Prints must be clean and presented professionally.

Projects	Date Due:	Points	
1 & 2	2/7	100	
Quiz 1/2	2/7	50	
3 & 4	3/7	100	
Quiz 3/4	3/7	50	
5 & 6	4/4	100	
Quiz 5/6	4/4	50	
7	4/18	50	
Quiz 7	4/18	50	
Final Project	4/7	200	
Portfolio	5/4	100	
Final Exam	5/9	50	
Attend/Part.		100	

Total	1000
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Grading: 90- 100% = A
80 – 89% = B
70 – 79% = C
65 – 69% = D
Below 65% = F

MCCCD Official Course Outline:

Electronic Publishing Design I

- I. Basic Layout Processes
 - A. Traditional publication processes
 - B. Computer desktop publishing techniques
- II. Desktop Publishing Fundamentals
 - A. Hardware
 - B. Software
 - C. Hardcopy
- III. Desktop Publishing Page Layout Procedures
 - A. Single and multiple column development
 - B. Downloading graphics and text
 - C. Graphics manipulation
 - D. Header creation
 - E. Irregular text formation
- IV. Graphic and Text Input Devices
 - A. Scanners
 - B. Video
 - C. Keyboard

- V. Single Page Flyer
 - A. Single and multiple column development
 - B. Downloading graphics and text
 - C. Graphics manipulation
 - D. Header creation
 - E. Irregular text formation
 - F. Hardcopy
- VI. Computer Graphics and Text Modification
 - A. Image manipulation
 - B. Text editing
 1. In context
 2. Text rotation
 3. Importing headers
 4. Creation of color headers
 5. Multiple page layouts
- VII. Multi-Page Newsletter
 - A. Single and multiple column development
 - B. Downloading graphics and text
 - C. Graphics manipulation
 - D. Header creation
 - E. Irregular text formation
 - F. Hardcopy
- VIII. Brochure
 - A. Multiple column development
 - B. Style specifications
 - C. Downloading graphics and text
 - D. Art work
 - E. Graphics manipulation
 - F. Header creation
 - G. Irregular text formation
 - H. Scaling
 - I. Halftone
 - J. Multi-color separations
 - K. Hardcopy of color separations
- IX. Page Layout Evaluation
 - A. Design concepts
 1. Line
 2. Shape
 3. Texture
 4. Color
 5. Value
 6. Other
 - B. Composition concepts
 1. Unity
 2. Balance
 3. Dominance
 4. Style
 5. Font characteristics
- X. Portfolio
 - A. Review/selection
 - B. Format
 - C. Assignments
 - D. Resume