



Electronic Publishing

INSTRUCTOR: Ian Salsman

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CALENDAR:

Meetings: Room 201 • 6:00pm - 9:45pm
Wednesdays, Aug 25 - Dec 8, 2004

COURSE DESCRIPTION:

This course is designed to learn a complete working knowledge and capability in QuarkXpress 5.x as a tool for page layout and electronic publishing. It is also an introduction to various elements in publishing using the computer with emphasis on page layout techniques and design/layout concepts. ART 100 is a pre-/co-requisite

COMPETENCIES

1. Use QuarkXpress 5.x to produce various types of printed projects
 - a. Identify and delineate text input boxes and graphic input boxes
 - b. Set graphic and text box attributes
 - c. Set text attributes and apply style sheets
 - d. Set page layouts and guidelines - including spreads and single pages
 - e. Utilize other useful tools such as “Step and Repeat”, alignment/spell checker
 - f. Identify various strengths and weaknesses of QuarkXpress vs. other programs
2. Follow an effective layout process from beginning to end.
3. Identify and utilize various layout elements (Columns, Headers, Color, Fonts, etc)
4. Utilize fonts properly for legibility, Usability, Availability
5. Identify and utilize various design elements (line, value, space, shape, texture)
6. Identify composition elements (Unity, balance, dominance, style)
7. Identify and utilize layout process (software, hardware, output, input devices)
8. Analyze what tools are needed to produce any given project
9. Delineate and process various types of compositions and know what considerations are needed for the various types
10. Recognize various pre-press terms/markings (bleed, registrations, crop marks, etc)

TEXT (required):

- **QuarkXpress 5:Introduction to Electronic Documents Against the Clock**, Prentice Hall (2003)
- **QuarkXpress 5:Advanced Electronic Documents Against the Clock**, Prentice Hall (2003)

Recommended for further study:

- **Visual Quickstart Guide QuarkXpress 5:** Peachpit Press (2002) ISBN 0-201-35491-8 © 2002

- Thomas, Suzanne Saygegh **Using QuarkXpress 5** (2002): Thomson - Delamr Learning ISBN 0-7668-3924-9
- International Paper **Pocket Pal: A Graphic Arts Production Handbook**, 18th edition (October 2000)

REQUIRED: MAC formatted Zip Disk(s), Jumpstart Drive(s)

IMPORTANT DATES:

- November 24:** Outside Projects Due
- December 1:** Portfolios and Final Projects Due
- December 8:** Portfolio Presentation/Critique and Final Exam

EVALUATIONS:

Final Grade is based on:

- Class Participation and Attendance 10%
- Final Exam 10%
- Portfolio 10%
- Assignments (including outside project) 50%
- Design concepts and use of QuarkXpress 20%

EXTRA CLASS PERIODS: (mandatory)

In order to maintain the state’s requirement for credit hours and still maintain our class schedule, four (4) extra class periods, or equivalent, must be arranged and upheld. This will include the following three items:

1. One mandatory class field trip to be arranged at a later time.
2. Completion of the outside assignment as outlined on the attached assignment schedule.
3. Attendance of at least two Saturday lab times.

Special Notes:

- *This syllabus is subject to additions, deletions and changes dependent upon student and course needs - which may vary from semester to semester.*
- *Attendance and class participation is mandatory. If unable to attend class, prior communication with instructor is required and appropriate make-up work agreed upon. Students arriving after 15 minutes from start of class will be marked late.*
- **Disability Support Services**
Learning Center Building • (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.

ASSIGNMENTS

1. Free Form Project #1 (*page 158 - Introduction to Electronic Document*)
 - a. Due: **September 8**
 - b. follow the directions in the text book
2. Free Form Project #2 (*page 306 - Introduction to Electronic Document*)
 - a. Due: **September 29**
 - b. follow the directions in the text book
3. Flyer
 - a. Due: **October 13**
 - b. Theme: Your Choice
 - c. Size: 8½x11
 - d. Include: at least two graphics and special text treatment
4. Invitation
 - a. Due: **October 27**
 - b. Theme: A Formal Event
 - c. Size: To fit nicely into a standard A-2 Envelope
 - d. Include: Fonts appropriate to the situation, perhaps a simple graphic choice to communicate the event
 - e. Design is NOT to bleed.
 - f. Submit the assignment 2 or 4 up as appropriate as well as the final single piece.
5. Brochure (*read through 1-62 and 174-272 of Advanced Electronic Documents*)
 - a. Due: **November 10**
 - b. Theme: Find a cause or non-profit organization (real or fictitious) to explain the goals, history, contact information, and anything else that you may desire
 - c. Size: 8½x11
 - d. Bindery: Tri-Fold
 - e. Color: Use as many colors as you would like
 - f. Include at least one scanned image
6. Multi-Page Newsletter
 - a. Due: **December 1**
 - b. Theme: Your choice
 - c. Finished size: 8½x11
 - d. 8 pages
 - e. Bindery: Saddle-stitch
 - f. Include the use of columns in at least one text box. One article must (likely from the front page) must link to a text box on another page somewhere in the newsletter.

Please Note:

Assignments and schedule may change at any time at the discretion of the instructor

Outside Assignment

Choose one of the following:

1. Take your Invitation or Newsletter to at least 3 printshops and obtain 3 estimates. Include these estimates and a 1-2 page written review of your experience.
2. Research three (3) different page layout programs and compare their strengths and weaknesses. Include price, availability, ease of use, output options, and preferences by the printing market.
3. Read and review, five (5) articles relating to Page Layout and design concepts. Include a copy of the original articles with the review.

EXPECTATON FOR GRADE ... CONTINUED FROM PAGE 2

- For each assignment hand in a hard (printed) copy. Please include your name and course number and date.
- Please submit your assignment on time. The project is due at the end of the class on the date the assignment is due. Points will be deducted for assignments turned in late unless prior communication with the instructor is made.
- **Final Portfolio:**
 - ❖ **Your disk.** Each assignment must be in its separate folder and clearly marked. Include all that is necessary including graphics. Also, clearly mark you name, course number and phone number on the disk and jacket.
 - ❖ **Printed pieces of each assignment.** Present your final copies in a professionally displayed manner. Make sure your name, course number and phone number is clearly marked.
- **Project Grading**

All instructions and guidelines met:	40%
Design: <i>use of design principles such as value, line, texture, consistent font usage, readability, consistency and unity</i>	50%
Met deadline:	10%
Total	100%