Dale Doubleday, Instructor
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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.

ART 175: Electronic Publishing Design I
Spring 2005
SCHEDULE:

Week 1/17  No Class Monday – MLK Day
       Wed.: Introduction/Overview/Planning
HW*:  Buy book, ZIP disk
       Read pages XI - XIX
*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.
**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.

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<th>Projects</th>
<th>Date Due</th>
<th>Points</th>
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<tr>
<td>Quiz 1/2</td>
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<td>Quiz 3/4</td>
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<td>Final Exam</td>
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<td>Attend/Part.</td>
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**Total**  
1000

**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 Pay 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