

JOU/ETC 326: Desktop Publishing
Missouri Western State College
Department of English, Foreign Languages and Journalism
Division of Liberal Arts and Sciences

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Room SS/C 202C
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Office Hours By appointment

Course Description: A workshop course involving the design and production of attractive and effective advertisements, brochures, fliers, correspondence, newsletters, and manuals using desktop publishing equipment and software, including Macintosh computers, PageMaker and Photoshop software, and specialized equipment such as scanners and digital cameras.

This course fulfills the LAS computer literary requirement. In order to receive a passing grade, all students must show competency in using the software and hardware required for the course.

Required Texts:

Parker, Roger C. Looking Good in Print. Roger Parker. 1997.

Recommended Texts:

Course Requirements

Attendance: As this is a workshop class, regular attendance will be necessary. Each class session will include a graded exercise which you will not be able to make up if you miss, regardless of the reason for your absence.

Due Dates: Assignments are due at the beginning of each class session. Late papers will be graded down one letter grade for each session they are late. If you are ill you should arrange for someone to turn your assignments in for you on the due date.

Makeups: Collecting class assignments, lecture and discussion notes are your responsibility. Arrange for another class member to collect assignment information if you miss a class.

Computer Lab: The Macintosh® equipment we will be using this semester is located in the computer lab in SS/C 226. In order to insure that a terminal is available to you when you want to use it, you should reserve one either by signing up in the computer laboratory or calling the lab at 271-4240. Class assignments will be held in a class file on a Macintosh® in the lab. You will need to copy the assignment each week onto one of your own disks.

Assignments and Grading Criteria: All projects must be completed on a Macintosh computer using Aldus Pagemaker. All assignments will be awarded points. Your course grade will be determined by your percentage of total possible points for the class:

Your points divided by total possible points = percentage

90 - 100 % = A
80 - 89% = B
70 - 79% = C
60 - 69% = D

Summary of Major Assignments:

Flyer #3 100 pts.

Letterhead 100 pts.
Brochure remake 1 200 pts.
Magazine remake 200 pts.
Ad remake 200 pts.
Brochure remake 2 400 pts.
Newsletter remake 400 pts.
Final project proposal 50 pts.
Final Project 400 pts.

In addition there will be in-class projects and critiques that will count from 10 - 25 points.

Students with Disability

Any student in this course who has a disability that prevents the fullest expression of abilities should contact me personally as soon as possible so that we can discuss class requirements.

Academic Honesty Policy

Since honesty in the classroom is required, cheating, plagiarism or knowingly furnishing false information constitutes a violation. Although assistance may be available in the CAI Lab, it is only to be on a limited basis. Students are expected to do their own desktop assignments. A grade of zero will be assessed to any plagiarized assignment.