

Instructor: Tammy Bergland
Office: SSC 221A
Office hours: 12:45-3, W & Th

Classroom: JGM Lab 119
Time: May 10-25, M—F 8:30-noon

Office phone: 271-4446 (during office hours)
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Syllabus

Desktop Publishing: ETC/JOU 326
Intersession 2001 (May 10-25)

Goals

- To prepare for desktop publishing technology in the work place by learning to comfortably work with Page Maker. (All projects will be completed using Page Maker 6.5.)
- To develop basic document design skills by reading and completing quizzes over the text, by preparing a design presentation, by participating in class discussions and workshops, and by applying basic design skills in the projects you complete.
- To hone editing skills by critiquing various documents and by revising your own.
- To enhance your job portfolio by creating and redesigning a variety of projects.

Textbook

Parker, Roger C. *Looking Good in Print.*, 4th ed. Scottsdale, AZ: The Coriolis Group, LLC 1998.

Other Needed Materials

IBM computer disks
Page Maker 6.5 Manual would be helpful (optional)

Grades

Throughout the semester, you will receive points for each assignment. At the end of the course, your final grade will be determined by dividing the total number of points you received by the total number of points possible. Final grades will be based on the following percentage grading scale:

A	=	90-100%	D	=	60-69%
B	=	80-89%	F	=	59 and below
C	=	70-79%			

Everyone in the class will receive points for the following assignments:

	<u>Total Possible Points</u>
1. Quizzes	25 each
2. Misc. Small Assignments	10-25 each
3. Redesigned Postcard	50
4. Original Ad	50
5. Redesigned Brochure	100
6. Original Brochure	100
7. Newsletter	100
8. Job Search Packet	100
9. Final Project & Exam	200 (2 parts/ 100 each)

Policies

Attendance—Due to the workshop nature of the class and due to the fact that we cover a week's work in one class

period, attendance is necessary. You are expected to call me in advance if you will be missing a class, to arrange for your assignments to be in my hands at the beginning of the class period, to obtain class notes and handouts from other class members, and to make up missed workshop on your own. *If you miss more than two class periods, you should drop the class because you will be subject to failure.*

Due Dates—All assignments, unless otherwise instructed, are due at the beginning of class. Quizzes and other in-class work may not be made up after the class has completed the work, and a zero will be assigned for any such missed in-class work. Otherwise, late assignments will result in a lower grade: 1 grade lower per day late. Any late work that is to be accepted must either be turned in to me personally or be dated and signed by the English Department secretary (2nd floor, SSC building) and placed in my department mailbox.

Office Hours—I am happy and willing to arrange meetings outside of class with you, preferably between 12:45 and 3 p.m., Monday through Friday. You may speak with me before or after any class period to arrange a meeting or call me at home between 3 and 9 p.m. We may be able to solve your concerns over the phone, or we may need to schedule a meeting. When you have questions, you should speak with me at the earliest possible time. Do not wait until it is too late to finish an assignment on time before contacting me.

Computer Skills—This course is computer intensive and requires a basic knowledge and comfort with computers and word processing. If you do not have these skills, please drop the class because you will not have time to develop them and complete the assignments during intersession.

Plagiarism—Plagiarism will not be tolerated and could result in failing the assignment or the course.

Portfolio—Keep a portfolio of all of your work for this class that you could submit should the need arise.

Student Disability—Please inform me in writing during the first week of classes if you have a disability that could inhibit your success in this class as the class is currently set up. Upon official notification from you, I will work with you and the Center for Academic Support to develop an appropriate plan of action.

Overview of Assignments

Quizzes

1. May 11 (Chap. 1 & 2)
2. May 14 (Chap. 3—6)
3. May 16 (Chap. 12)
5. May 17 (Chap. 7)

Misc. Small Assignments

throughout the course

Major assignments

- | | |
|------------------------|-------------|
| 1. Redesigned Postcard | May 14 |
| 2. Original Ad | May 16 |
| 3. Redesigned Brochure | May 17 |
| 4. Original Brochure | May 18 |
| 5. 2- Page Newsletter | May 22 |
| 6. Job Search Packet | May 23 |
| 7. Final Project/ Exam | May 24 & 25 |

Guest Speakers

May 23:
a local printer gives tips for working with printers

Daily Agenda

The in-class plans listed here are general guidelines that we will follow. Depending on your progress and questions, however, class time plans may change without prior notice. You will be notified in advance if any of the following deadlines change.

May 10, TH

In Class: Intro to class and computers
Workshop: learn PageMaker—basic tools
Intro letter/ layout

		Class contact list Importing Documents; Using type fonts and styles Group/ungroup Leading; Bleeds Copy/ multiple paste/ duplicate Arrange Workshop: re-create a flyer Sign up for class presentations
	Homework:	Read Chapter 1-"Getting Started" Read Chapter 2-"Tools of Organization" Finish re-creating a flyer
May 11, F	Due:	<i>Quiz over chapters 1 & 2</i> <i>Re-created flyer</i>
	In Class:	Presentation guidelines Discuss reading Postage Setting page/ size orientation Scanning an image Working with clip art; Importing photos and graphics Overview of graphic design programs Class critique of sample postcards Workshop: re-design a postcard & scanner practice
	Homework:	(for student presenters: collect sample ads) Finish redesigning a postcard Read Chapter 3-"The Architecture of Type" Read Chapter 4-"Building Blocks of Graphic Design" Read Chapter 5-"The Art of Illustration" Read Chapter 6-"Working with Photographs"
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May 14, M	Due:	<u>Redesigned postcard</u> <i>Quiz over chapters 3—6</i> <i>3 sample ads (for presenters only)</i>
	In Class:	Discuss reading First student presentations: critique collected ads Workshop: re-create an ad and scanner practice Document creation to-do list Original ad guidelines Discuss final exam
	Homework:	Finish recreating an ad Read Chapter 8 "Advertisements" Read Chapter 9-"Sales Materials" Investigate your final project (for student presenters: collect sample brochures)
May 15, T	Due:	<i>Re-created ad</i> <i>3 sample brochures (for presenters only)</i>
	In Class:	Discuss reading Look at design elements in student postcards from yesterday 2nd student presentations: critique sample brochures Workshop: original ad, redesigned brochure, and scanner practice
	Homework:	Finish original ad Work on redesigned brochure Read Chapter 12-"Common Design Pitfalls"

May 16, W

Due: *Quiz over chapter 12*
1st version of redesigned brochure
Original Ad

In Class: Peer evaluation of redesigned brochures
Original brochure guidelines
Workshop: revise redesigned brochures &
begin work on original brochure

Homework: Revise redesigned brochures
Work on original brochure
Read Chapter 7 "Distribution Media"

May 17, TH

Due: **Redesigned brochure**
Quiz over Chapter 7

In Class: Guest speaker: Considering audience, purpose, budget,
printer in brochure design
Class discussion of brochure projects
Workshop: Work on brochure

Homework: Finish original brochure
(For student presenters: collect sample newsletters)

May 18, F

Due: **Original brochure**
3 sample newsletters (for presenters only)

In Class: Discussion of newsletters, tabloids, newspapers
3rd student presentations: critiques of sample newsletters
Discuss newsletter assignment—design a 2-page newsletter
Master pages and templates
Workshop: Work on newsletters
Give Job Search Packet Guidelines
Midterm grades
Discuss final exam

Homework: Work on newsletters
Read Chapter 10-"Business Communication"
Prepare resume content

May 21, M

Due: *Resume content*

In Class: Discuss newsletter production
Discuss Job Search Packet assignment
Workshop: work on newsletters & job packet

Homework: (For student presenters: collect sample letterhead, business
cards, fax cover sheets)
Finish newsletters

May 22, T

Due: **Newsletter**
3 sets of sample job search materials (for presenters only)

In Class: Discuss chapter 10
Letterhead
Business cards
Fax cover sheets
Resumes
4th student presentations: critiques of job search materials
Workshop-job search materials

Homework: Finish Design job search materials
Read Appendix- "Pre-press Tips and Techniques"

May 23, W

Due: **Job search packet**
In Class: Guest speaker: a local printer gives tips for working with printers
Technology in Desktop Publishing
Homework: Prepare for final project & exam

May 24, TH

Final Project (in class)

May 25, F

Final Exam (in class)

ENJOY YOUR SUMMER