

JOU/ETC 326: Desktop Publishing

Missouri Western State College

Department of English, Foreign Languages and Journalism

Division of Liberal Arts and Sciences

3:00 - 5:40 Wednesday

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Room SSC 220

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Phone 271-4222 (office)

Office Hours: 10:00 - 11:00 MWF, 1:00 – 3:00 W and by appointment

Course Description: A workshop course involving the design and production of attractive and effective advertisements, brochures, fliers, newsletters, and magazine spreads using desktop publishing equipment and software including Quark 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. 1999.

QuarkXPress for Dummies. Assadi and Gruman

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 equipment we will be using this semester is located in the computer lab in JGM. Class assignments will be held in a class file on a computer 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 using QuarkXpress software. 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	100 pts.
Brochure remake II	200 pts.
Ad remake	200 pts.
Magazine spread	400 pts.
Newsletter remake	400 pts.
Final project proposal	50 pts.
Final Project	400 pts.

In additional there will be in-class projects and critiques that will count from 10 - 50 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.

Course Outline

JOU/ETC 326

Spring 2002

1/16

Course Introduction

An Introduction to Desktop

Computer project I: Five-line flyer; textblocks

Introduction to computer lab

Assignment: Read Chapter 1, 2 & 4, Parker

Read Introduction, chapters 1, 2, 3 and 13
Assadi and Gruman

1/23

Setting the tone for design

In class demonstration: boxes & shadow boxes, lines and borders

Computer project: flyer #2

Assignment: Read Chapter 3 and pages 198-203, Parker

Chapter 16, Assadi and Gruman

1/30

Working with type

In-class demonstration: Screening type, angled type, special characters and other techniques

Computer project: Letterhead

Assignment: Read Chapter 8 & 12, Parker

Bring to class on 9/12 a written critique of an advertisement using Parker's criteria listed on page 180 (50 points). This will be informally presented in class.

2/6

Advertisements

Advertisement remake.

Assignment:

Computer project: Advertisement remake

Reading assignment: Chapter 13 in Parker

2/13

What is a remake?

In-class demonstration: Using columns of text

Assignment: Brochure remake (Debbi Dot)

Read Chapter 9, Parker

- 2/20 Bring to class a brochure. Prepare a written critique based on Parker's evaluation on page 195 and additional design information you have learned in class. (50 pts)
- 2/27 Conferences and evaluation of brochure.
- 3/6 Brochure due.
Magazine spread. In-class examples and presentations.
- 3/20 Conferences on magazine spreads.
- 3/27 Magazine spread due. Bring a written critique of a newsletter using the criteria on page 161 in Parker. (50 points)
Begin JEM notes
- 4/3 Jem Notes newsletter conferences
Proposal for final project (Written in memo form. See book for format. Should outline what you plan to do, where you are going to get the material, and a schedule
- 4/10 Newsletter due.
Begin final projects.
- 4/17 Conferences on final project.
- 4/24 Presentation of final project.
- Finals date: Final project due.

