

**Instructor:** Bob Bergland **Classroom:** JGM Lab 119

**Office:** SSC 221A **Time:** May 8-23, M–F 8:30-noon

**Office hours:** 12:45-2, M–F

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

*Home phone: 279-1699 (all other times/ please call before 9 p.m.)*

*Mailbox: Main English, Foreign Language & Journalism office in SSC*

# Syllabus

***Desktop Publishing: ETC/JOU 326***

***Intersession 2003 (May 8-23)***

## Goals

- To prepare for desktop publishing technology in the work place by learning to comfortably work with Quark Xpress. (All projects will be completed using Quark Xpress .)
- 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.*, 4<sup>th</sup> ed. Scottsdale, AZ: The Coriolis Group, LLC 1998.

## Other Needed Materials

IBM computer disks

100 mg or 250 mg ZIP disk

Know your email account address

*Ruler is useful (optional)*

*Quark Xpress 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:

### Total Possible Points

1. Quizzes 25 each
2. Misc. Small Assignments 5-25 each
3. Redesigned Postcard 50
4. Original Ad 50
5. Brochure 100
6. Newsletter 100
7. Job Search Packet 100
8. 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, obtain class notes and handouts from other class members, and make up missed workshop on your own. *If you miss a class period, any additional time missed without a valid, written excuse will result in a deduction of 25 points for each hour or portion of an hour missed.*

**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 (2<sup>nd</sup> floor, SSC building) and placed in my department mailbox.

**Workload**—While there is no official policy that stops you from being employed during intersession, you should be aware that this is a time-intensive course that will be equivalent to a full-time job with overtime for two weeks. It will be difficult to work outside of this class for these two weeks and do well in the course, especially if you do not have home access to a computer with our version of Quark Xpress.

**Office Hours**—I am happy and willing to arrange meetings outside of class with you, preferably between 12:45 and 2 p.m., Monday through Friday. You may speak with me before or after any class period to arrange a meeting or call me at office or 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 9 (Chap. 1 & 2)

2. May 12 (Chap. 3–6)

3. May 14 (Chap. 12)

5. May 15 (Chap. 7)

Misc. Small Assignments throughout the course

Major assignments 1. Redesigned Postcard May 12

2. Original Ad May 14

3. Brochure May 16

5. Job Search Packet May 21

4. Newsletter May 22

6. Final Project/ Exam May 22 & 23

Guest Speakers May 21: POSSIBLY

*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 8, TH** In Class: Intro to class and computers

Workshop: learn PageMaker–basic tools

Intro letter/ layout

Quick Tips

Class contact list

Importing Documents; Using type fonts and styles

Group/ungroup

Leading; Bleeds

Copy/ multiple paste/ duplicate, Arrange

Basic Grading Criteria

Discuss sample flyers

Workshop: re-create a flyer (p. 257: Redesigned Tri-Steel Home)

Sign up for class presentations

Homework: Read Chapter 1-"Getting Started"

Read Chapter 2-"Tools of Organization"

Finish re-creating a flyer

**May 9, F** Due: *Quiz over chapters 1 & 2*

*Re-created flyer*

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"

**May 12, M Due: Redesigned postcard**

*Quiz over chapters 3–6*

*3 sample ads (for presenters only)*

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

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 13, T Due: *Re-created ad***

*3 sample brochures (for presenters only)*

In Class: Discuss reading

Look at design elements in student postcards from yesterday

Text wrap, lock grid,etc.

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 14, W** Due: *Quiz over chapter 12*

*1st version of redesigned brochure*

### **Original Ad**

In Class: Peer evaluation of redesigned brochures

Lecture/ discussion: chap. 11/ Response Devices

Master pages and templates, style options, additions, grid, etc.

Original brochure guidelines

Workshop: revise redesigned brochure

Homework: Revise redesigned brochures

Read Chapter 7 "Distribution Media"

**May 15, TH** Due: *Quiz over Chapter 7*

In Class: Layers

Guest speaker: Considering audience, purpose, budget,

printer in brochure design

Discussion of newsletters, tabloids, newspapers

Master pages and templates

Give newsletter assignment

Workshop: Work on newsletters

Give job search packet assignment

Class discussion of brochure projects

Workshop: Work on brochure

Homework: Finish original brochure

(For student presenters: collect sample newsletters)

**May 16, F Due: Brochure**

*3 sample newsletters (for presenters only)*

In Class: 3rd student presentations: critiques of sample newsletters

Discuss newsletter assignment

Discuss final exam

Homework: Work on newsletters

Read Chapter 10-"Business Communication"

Prepare resume content

Start studying for final exam

**May 19, M Due: *Resume content***

In Class: Midterm grades

Design flaws detract from message

Jumping horizons/ tombstoning

Discuss newsletter production

Discuss chapter 10

Letterhead

Business cards

Fax cover sheets

Resumes

Discuss Job Search Packet assignment

PDF & compression programs

Copyright for business

Workshop: work on newsletters & job packet

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

Finish newsletters

**May 20, T Due: Newsletter**

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

In Class: 4th student presentations: critiques of job search materials

Workshop-job search materials & newsletter

Homework: Finish Design job search materials

Read Appendix- "Pre-press Tips and Techniques"

**May 21, W** Due: **Job search packet**

In Class: Guest speaker: a local printer gives tips for working with printers

Technology in Desktop Publishing

Promotion of related MWSC courses

Homework: Prepare for final project & exam

**May 22, TH** Due: **Newsletter**

Final Project (in class)

**May 23, F** Final Exam (in class)

**ENJOY YOUR SUMMER**