

Syllabus

Com. 402N Advanced Desktop Publishing

Spring 2006

Thurs. 6:00-9:00 p.m., BBCC 126 (lab)

Instructor: Chris Eagon

Office Hours: Thurs. before and after class as necessary or by appointment.

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Course Themes:

“Good design organizes information and contributes to its impact on the reader.” Class discussions and lab work will focus on the idea that each publication and its content strives to answer several important questions for a reader. A good designer must decide the best way to answer these questions, through text, headlines, photographs, or graphics. A good designer must be willing to:

- cooperate with fellow designers
- experiment
- practice, re-draw, practice re-design, practice, study, practice, look at other’s work, and finally...
- more practice.

Course Objectives:

Encourage discussion and understanding of basic publication design principles. Familiarize students with the wide variety of publications that can be produced using today’s computer technology. Have students learn and apply fundamentals of graphic design and desktop publishing using Adobe PageMaker software for PC.

Required Texts:

- NONE, BE HAPPY!
- Supplementary articles supplied by instructor

Other Requirements:

Bring supplementary articles, paper and pencils and computer disks to **every class meeting**. Unless otherwise specified, all work for this class must be done using Adobe PageMaker publishing software. (It is cheating to use Microsoft Publisher. And believe me I’ll know!!!!)

Attendance:

Students are expected to attend all classes including lab meetings. Students who miss a meeting have the responsibility to find out what went on in class, including any reading or design assignments. More than one unexcused absence will lower a student’s final grade three percentage points for each absence. The instructor will discuss absences with individual students and is responsible for determining whether or not absences are excused.

Assignments:

In general, assignments are divided into three types:

- design examples
- computer generated projects
- final project

For **Design examples**, students will periodically bring in examples of either good or bad publication design to help generate class discussion of techniques

Projects will primarily be generated on the computer during lab time using templates and guidelines established by the instructor. Accompanying each design project will be a short (1 to 2 page.) descriptive paper. Since the point of this class is to “do it right and be complete,” project “print outs” may come in at the end of the lab or at the start of the following week’s class. If a student chooses to wait, work in the lab must be on a student’s own time. **Since deadlines are crucial, projects turned in late will be reduced by 10 pts. for each day a project is late.**

Final Project you will work in a design team of two. A complete description of the requirements for the project will be distributed.

Grading:

All projects will be evaluated for student’s mastery of the computer skills and the application of design concepts. Projects will be evaluated on their:

- Originality (risk-taking, experimentation)
- Clarity (organization of elements)
- Appropriateness (reflection of learned concepts)
- Cohesiveness (creating a unified feeling)
- Polish (free of spelling, grammar, type, spacing, etc. errors)
- Design analysis paper
- Meeting deadline

Grading Scale:

A 95-100	A- 92-94	B+ 89-91	B 86-88
B- 83-85	C+ 81-82	C 78-80	C- 75-77
D+ 72-74	D 69-71	D- 66-68	F Below 66

Grade Breakdown:

100 points	Class participation*
400 points	Projects
500 points	Final project
1000 point	Total

*Class participation point includes attendance, being a peer-teacher and participation in class discussion.