



# **WALSH UNIVERSITY**

## **DIVISION OF BUS, ECON, AND COM**

### **COM 330**

#### **DESKTOP PUBLISHING**

**(15-WEEK FORMAT)**

**PREREQUISITE: NONE**

**REVISED 12/07**



**DIVISION OF BUS., ECON., AND COM.  
COMMUNICATION  
COM 330A  
Desktop Publishing**

COURSE: COM 330 Desktop Publishing, Business, Economics, and Communication Division, Catalog # 20179, spring 2008, 3 Credit Hours. **Meeting Dates**—MWF 12:30-13:40 p.m. in AHSC 004

**Instructor:** Lee Horrisberger

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**Office:** Betzler Science Center, Room 020

**Office Hours:** MWRF 11:30-12:30 p.m. or by appointment

### **COURSE INFORMATION**

**COURSE DESCRIPTION:** Theory and practical application of visual elements of layout and design using computer applications for text, graphics, headlines, and other elements of the printed page. This course is important for any business professions, including marketing, advertising, and public relations.

**PREREQUISITE:** None

**OVERVIEW:** The class is taught in a lecture & lab format. Teacher to student and student to student mentoring of computer know-how is encouraged in this class. Students will use Sakai as a classroom management tool, course content will be available on line, and assignments will be turned in via Sakai. The class will participate with in-class speakers, and outside field trips to complement topics taught in the class room.

**RECOMMENDED TEXT:** William Ryan & Theodore E. Conover, *Graphic Communications Today* 4<sup>th</sup> Edition (Thompson, 2004), selected readings available via Sakai.

**READINGS:** Please keep up with any assigned reading assignments and come to class prepared to discuss the readings or visual examples for the day they are assigned.

**SAKAI:** Course material, assignments, tests and grades are available on Walsh Sakai--  
<http://sakai.walsh.edu> You will need to use your name and password to access Sakai. All assignments will be submitted/grades returned on Sakai.

**SUPPLIES:** Each student should be able to save his/her project to the Walsh network (P drive), you may also use your Sakai drop box to move your files between home and class. You can purchase a box of CDs or Smart stick, if you want to save your portfolio electronically. You will need to purchase or find a CD cover holder—to design and print in color. Use your Sakai drop box to transport your work from campus/home; however do not use this to submit your assignments for grading.

**LAB TIME:** Students must use open lab time for any extra time needed for the completion of class projects.

### **LAB RULES:**

- Please no food or drink (including water) in the lab area
- Work only on designated class assignments during class time
- **Always log off your computer after each class**
- **ABSOLUTELY no chat**—*instant messenger*—*or games* during lab time/guest speakers or you will be removed from lab.
- Turn off ringers on your cell phones

**COURSE OBJECTIVES:** This course introduces the use of the computer as a creative tool for the visual artist and designer. The course will include the hardware, software and practical relationships of the computer and today's workplace. It is important to remember the computer is only a design tool. All graphic work habits must be maintained—idea, thumbnail, rough and then final.

**LEARNING OBJECTIVES:**

At the completion of this course, students will be able to:

- Create new, save, or open documents for Indesign and Photoshop
- Know and use shortcut keys
- Set up custom and standard size projects
- Use software tools and manipulate digital files for Adobe Photoshop
- Explain and apply the five creative design elements to printed documents
- Student should be able to interpret target audience, and create printed pieces for specific markets
- Understand basic type information
- Burn CDs using Roxie program and compile a professional portfolio

**LEARNING OUTCOMES:** Upon completion of this course a student should be able to combine graphic elements and text while applying design principles to create finished projects when using different software programs such as Photoshop, InDesign and Word. These skills will help future marketing and communication students become immersed in the profession. Students may assemble a basic electronic portfolio of finished projects.

**ACADEMIC INTEGRITY:** A student assumes responsibility for the content and integrity of the academic work he/she submits, such as papers, presentations of project topics, or visual assignments. A student is guilty of violating the policy, if he/she:

1. Knowingly represents the work—either visually or written of others as his/her own
2. Uses or obtains unauthorized assistance in any academic work, or gives fraudulent assistance to another student
3. Fabricates topic information or sources
4. Does not participate fully in team assignments/projects
5. In addition—subject matter and topic selection should be in good taste. Use good judgment and common sense.
6. Students who violate this policy may fail the assignment, and possibly the course.
7. See Student Handbook for complete information.

**ATTENDANCE:** Attendance counts toward your final grade (for every absence. Excused absences must have documentation—both time and date must be included. Students must be on time for class. Students who are absent or late will be responsible for finding out missed class assignments from their classmates/Sakai.

**FIELD TRIP AND SPEAKERS:** You are expected to participate in discussions with class speakers and attend all field trips.

**COURSE REQUIREMENTS AND EVALUATION:**

**ASSIGNMENTS:** It is important that all projects be handed in and presented on time. **Deadlines are important in publishing.** No late work will be accepted for full credit—you are to present your project in class—if you don't meet deadline, you will receive ½ half credit only if you still complete the assignment and attached it to Sakai assignments before the next class—it will be marked late, after that the grade will result in an "F" for the project. Each project will be presented in class—act as though the audience is the client for your printed piece—explain your target publics and defend your style and composition elements. You should be prepared to present, discuss and defend your project.

**ART REVIEW:** Each student will complete a two to three pages typed (No less); double spaced review, of an art exhibit piece either from a museum exhibit, or viewed on Sakai, review due date assigned in class.

**EXERCISES:** Each student will complete **in-class** exercises to improve skills and become familiar with the software applications.

**TESTS & QUIZZES:** There will be both open notes and in-class tests taken on Sakai. Exams may cover any field trips, speakers, in-class material, handouts and readings given during the semester.

**WEEKLY PROJECTS / FINAL PROJECT:** Business card, Photoshop project, advertisement, brochure, newsletter, and a CD cover portfolio—*subject to change*.

**EVALUATION:**

Each student will presents his/her project in class, all assignments will be critiqued using a rubric—the rubric will be returned via Sakai with a grade attached and feedback for improvement.

Tests/quizzes	100 points
Art Review	200 points
Weekly/ Final/Projects	600 points
<u>Attendance</u>	100 points
Total	1000 points

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

Week	Monday	Wednesday	Friday
1	January 7 Introduction to the class, Sakai (Syllabus and Assignments)	January 9 <i>Launching InDesign</i> <i>Introduction to the computer, Toolbars, menus and. Sakai</i>	January 11 <i>Why Visual Communications?</i> <a href="#">Assign the business card</a>
2	January 14 More on pallets, importing photos, using lines, ovals for design	January 16 <a href="#">Control keys</a>	January 18 Shapes, sizes, points, lines, borders, colors and shades
3	January 21 No CLASS	January 23 <b>Professor for a day</b>	January 25 Project # Business Card—
4	January 28 <i>Using the 5 Composition principles.</i> Balance, proportion, Sequence, Emphasis, and unity. <a href="#">Assign Art Review</a>	January 30 <i>More about composition and design</i>	February. 1 <i>Photoshop</i> <i>Graphics and Special Effects</i> <a href="#">Assign Photoshop</a>
5	February 4 Merging photos, feathering, pixels, layers, history,	February 6 Transparent, cloning Project # art review due	February 8
6	February 11 Photoshop and working with images Joe Smithberger	February 13	February 15 Project # PhotoShop—
7	February 18 No CLASS	February 20 <i>Advertising—Assign Ad</i>	February 22 <b>TEST</b>
8	February 25 <a href="#">MIDTERM GRADES DUE</a>	February 27 <i>Type</i>	February 29 Project # Advertisement
9	SPRING BREAK		
10	March 10 <a href="#">Assign the newsletter</a>	March 12	March 14
11	March 17	March 19	March 21 EASTER—NO CLASS
12	March 24 EASTER—NO CLASS	March 26	March 28
13	March 31 <i>Putting it all together-printing, binding, publishing</i> <a href="#">Assign CD covers</a>	April 2 Project # Newsletter due	April 4 Burning the CD
14	April 7	April 9	April 11
15	April 14 Project # CD Covers due	April 16 REVIEW for exam— NO CLASS	April 18 Test—covering all the semester's material NO CLASS
FINALS		April 23— 3:00 to 5:00 p.m.	