

THE ART INSTITUTE OF FORT LAUDERDALE
COURSE SYLLABUS

Winter 2010

Instructor: Linda Weeks www.lindaweeks.com weeksworks.blogspot.com
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Office Location: Main 426
Office Hours: by appointment

Course Title: Desktop Publishing
Course Number: GRA2858C

Course Description: In this intermediate course, the student will become competent in computer based page layout. Emphasis will be placed on design, multiple page layout, type management, high-end output file management, and production.

Prerequisite(s) GRA1121C (Art for Reproduction) & PGY2803C (Digital Imaging)

Corequisite(s) None

Instructional Contact Hours/ 2 lecture hours + 2 lab hours

Credits: 3

Learning Objectives: The student will:

1. Develop a detailed understanding of desktop publishing.
2. Integrate an understanding of word processing, and page design.
12. Develop a detailed understanding of scanning, importing images, typesetting, production, and camera ready artwork.
4. Incorporate design experience with computers.
5. Demonstrate an understanding of prepress vocabulary.
6. Identify the basic processes by which computers handle graphic images and relate these process to the application programs provided.
7. Prepare artwork for prepress and output via a service bureau using both traditional and PDF based methods.

Instructional Materials and References:

Required Textbook(s)

Textbook: Graphics Master 6/7/8
Author: Dean Phillip Lem

Publisher: Dean Lem Associates
ISBN: 0-914218-10-7

Suggested Textbooks/ Instructor References:

Textbook: Against the Clock: Quark XPress
Author: Rob McAllister

Publisher: Prentice Hall
ISBN: 0-13-022639-4

Textbook: Quark XPress 7
Author: Galen Gruman

Publisher: IDG Books
ISBN: 0-7645-4029-7

Textbook: Visual Quickstart Guide: QuarkXPress 7
Author: Elaine Weinmann

Publisher: Peachpit Press
ISBN: 0-2016-9623-1

Instructional Methods:

Discussion, demonstration, critiques, class and studio and take-home projects, group critiques and individual consultation, exams

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TOPICAL OUTLINE

- Week 1** 1/24/10 LECTURE/DEMO: Review of syllabus and course requirements. Review of computers, servers, production and print. Quark basics: Menu and Tool Palette.
PROJECT #1: Magazine Cover & Table of Contents. Develop Masthead for cover.
- Week 2** 1/21/10 LECTURE/DEMO: Intermediate Page layout: Correct Document Setup, Text and Graphic boxes, Runaround techniques. Navigational techniques explained. **Ideas for PROJECT #1, Magazine Cover & Table of Contents. Develop Masthead for cover.**
- Week 3** 1/29/10 **CRITIQUE #1**
LECTURE/DEMO: Creative use of the Picture Box. Using the Linking tool effectively.
Masthead ideas on screen. Ideas for Cover Topics and Table of Contents
- Week 4** 2/4/10 LECTURE/DEMO: Formatting functions: Drop Caps, Horizontal/ Vertical Scale. Color editing. **PROJECT #2. Cover on screen. Roughs for Table of Contents**
- Week 5** 2/11/10 **CRITIQUE #2: Table of Contents**
LECTURE/DEMO: Imaging techniques (scanning): B& W/Color, Pantone, Spot, CMYK, RGB. Type issues: File saving format, cross platform issues. **Cover and Table of Contents on screen. Develop roughs for PROJECT 2. Two-page editorial magazine spread**
- Week 6** 2/18/10 LECTURE/DEMO: Techniques: Step and Repeat, Baseline-Shift. Creating Mock-ups, Proper presentation to clients. **PROJECT 2. Two-page editorial magazine spread**
- Week 7** 2/25/10 **CRITIQUE #3 Two-page editorial magazine spread**
LECTURE: Prepress and the computer. Advanced layout techniques: Use of Pantone Colors. Creating Duotones. **PROJECT #3: Two Color Travel Newsletter using Pantone colors.**
- Week 8** 3/4/10 LECTURE: How to mark up draft for printer. Collecting for output, Reports, Separations. Continue **PROJECT #3**
- Week 9** 3/11/10 LECTURE: Advanced type functions. **PROJECT 3.**
- Week 10** 3/18/10 Studio. Final project. **PROJECT 3.**
- Week 11** 3/25/10 CRITIQUE and Final.

Syllabus is subject to change.

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Assessment Criteria and Methods of Evaluating Students:

Grading Criteria (%):

Project #1:	Magazine Cover & Table of Contents	25%
Project #2:	Two-page editorial magazine spread	25%
Project #3:	2 Color Travel Newsletter	25%
Project #5:	Final exam	25%

Professional 20% Technical 20% Design 40% Concept 20%

Method of Evaluation:	A = 94-100	4.0	C = 74-76	2.0
	A-= 90-93	3.7	C-= 70-73	1.7
	B+= 87-89	3.4	D+ = 67-69	1.4
	B= 84-86	3.0	D = 60-66	1.0
	B-= 80-83	2.7	D-=n/a	
	C+=77-79	2.4	F = below 60	0.0

Policies - All policies of the Student Handbook apply to this course. These include, but are not limited to, grading policies, attendance and plagiarism. (SEE ALSO COURSE POLICIES)

Attendance - Any student who does not attend class for 10 consecutive calendar days may be withdrawn from school. Absences of more than 9 hours in a 3 hours per week course or 12 hours in a 4 hours per week course constitute failure. Please see the student attendance policy in the student Handbook or the catalog for further information.

ADA (Americans with Disabilities Act) - To meet the needs of our students with disabilities and to comply with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act, Title 111, the Art Institute of Fort Lauderdale maintains reasonable accommodations for students with physical and learning disabilities. Students or applicants who would like to request reasonable accommodations should contact the Director of Counseling for The Art Institute of Fort Lauderdale. The Counseling Department is located on the First Floor (1st) of the Main Building. Students with disabilities are encouraged to contact the Counseling Department in advance of the quarter of study when accommodations may be needed.

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Important Dates for the Quarter

Winter 2010 Quarter

Winter 2010 Classes Start	Monday, January 11, 2010	Week 1
Add/Drop Period	January 11 – January 19, 2010	Week 1
Martin Luther King Holiday	Monday, January 18, 2010	Week 2
Graduation Application Period for Sp10 Grads:	Monday, February 1 – 5, 2010	Week 4
Online Course Withdraw Deadline 1st Session	Wednesday, February 10, 2010	Week 5
Registration Advisement	February 8 – February 12, 2010	Week 5
President's Day Holiday	Monday, February 15, 2010	Week 6
Winter II 2010 Mid-Term Quarter	Thursday, February 18, 2010	Week 6
EREG (Online) Registration Period	February 15 – February 28, 2010	Week 6 & 7
Course Withdraw Deadline onground	Friday, March 12, 2010	Week 9
Online Course Withdraw Deadline 2nd Session	Friday, March 19, 2010	Week 10
Graduate Candidacy Clearance	Monday, March 22, 2010	Week 11
Spring 2010 Schedules Available	Monday, March 22, 2010	Week 11
Portfolio Review & Graduation	Thursday, March 25, 2010	Week 11
Last Day of Classes	Saturday, March 27, 2010	Week 11
Winter Break	March 28, 2010 – April 5, 2010	

Important - Always check the student newsletter and postings on the bulletin boards, the glass cases in the halls and elevators.

Estimated Homework Hours: Approximately 4 hours per week

Technology Needed: Access to Internet, QuarkXPress, InDesign, Photoshop, Illustrator

Suggested Periodicals: Communications Arts Magazine, Coyne & Blanchard, Inc.
How: Ideas and Techniques in Graphic Design, F&W Publications
C.M.Y.K. Magazine, Aroune-Freigen Publishing Company
Print: America's Graphic Design Magazine, RC Publications

Required Supplemental Materials:

Storage media and printed outputs
Black mat board for presentation, Color outputs

Cost: \$50.00

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TOPICS:

1. Review Macintosh basics, conventions/ Utilizing network for copying and saving files
2. Review Quark XPress structure (Desktop and menus) tools and functions
3. Advanced Quark XPress page compositing techniques: Linking text
4. Formatting Techniques: Drop caps
5. Designing consistent grids and style sheets
6. Color resolution/ adjustment/ selection
7. Gaining proficiency with Illustrator and Photoshop integration techniques
8. Creating and utilizing built in clipping paths and alpha channels
9. Importing and exporting formats: Duotones and PMS colors
10. Scanners and Printers/ Image size resolution
11. Printing/ Output
12. Preparation for output (Prepress operations)
13. Understanding of production and related terminology
14. Techniques to prepare artwork for prepress and output via a service bureau

Additional COURSE POLICIES:

Projects presented on time with completion of all preliminary steps.

Projects completed according to specification including size, mounting, type of final

Oral explanation/ presentation of projects.

Creative concept and innovation.

Experimentation is expected and the degree to which a student explores design possibilities is reflected in the grade.

The difficulty/ complexity of the task performed.

Overall appearance of the finished piece: the quality of the final art or printed output.

Student Responsibilities / Classroom Policies: PLEASE READ!!! No Late Work. If you are absent, it is your responsibility to have your assignment turned in on time. You will also be required to submit your final files/PDF of each project the day of critique. You may bring it on a portable hard drive, CD, etc. to submit. Please turn your cell phones to vibrate. Absolutely no use of cell phones in the classroom. You will take all phone calls and text messaging OUT OF THE CLASSROOM or you will be asked to leave.

Students are expected to be present for every class, arriving on time and staying until the class is dismissed. Classes are 4 hours in length. Since each class represents an entire week of the quarter, it will be difficult to pass the class if there are absences. While in class, students are expected to be productive and active participants in the learning process. BE PREPARED to spend 4 hours in the classroom.

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Two classes or 8 hours missed constitutes attendance PROBATION. More than 3 classes or 12 hours missed constitutes FAILURE from the course. If you arrive late or leave early, please make note that I mark on the attendance sheet in half hour units (10 min. = 1/2 hour). IF YOU COME TO CLASS LATE, CHANCES ARE I HAVE ALREADY TAKEN ATTENDANCE, SO PLEASE BE SURE TO CHECK IN WITH ME.

If a student is absent due to personal illness and submits a note from a doctor, a missed class will be considered an “excused absence”. Other extenuating circumstances will be considered, however it is very rare that the situation is ever considered “excused”. Absent students are responsible for any information missed during assignment introductions, lectures **and critiques**. **Find a “friend”** in the class who you can trust and exchange phone numbers to retrieve missed information about the class not attended.

Plagiarism:

Assignment designs must be original. Students who knowingly use ideas or copy artwork or assignments from other students or professionals is subject to termination from the class. Clip art may be used when appropriate, providing it has been MANIPULATED and/or MODIFIED by the student.