REQUIRED TEXTBOOKS
Adobe In Design CS5 Digital Classroom
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MATERIALS NEEDED
4GB or larger Recommended
USB Flash Drive or Portable Hard Drive
1 – 1” to 1 1/2” 3-Ring binder
1 – 1 Pack of Paper for binder or Notebook
1 – Package of sheet protectors
1 – DVD+R disk to copy all semester’s work

INSTRUCTIONAL PROCEDURES
A. Assigned readings
B. Lectures and classroom demonstrations
C. Critique and discussion of student work

GRADING CRITERIA
Your final grade will be based on the following grading criteria:
30% – Assigned Projects
10% – Book Exercises
30% – Technical notes, classroom quizzes, Mid-Term and Final Examination
30% – Final Project

Each project’s grade will be based on the following grading criteria:
50% of project grade: Classroom work showing collaboration, participating, peer evaluation, and demonstration of thinking and studio skills
50% of project grade: Presentation

GRADING SCALE
A Exceptional; means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, and neatness. The assignment exists as part of the complete design development. A quality piece of work.
B High; objectives are met and design principles are primarily well understood. May be lacking in overall design quality, craftsmanship, clarity, or design development. Good overall effort.
C Average; the minimum requirements of the assignment have been met but not exceeded. Extra effort and in sight into development of the basic assignment are necessary to produce higher quality work.
D Below average; there exist problems in completely understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development are also apparent.
F Unacceptable; do assignment over. See instructor immediately for further clarification.

Students are encouraged to e-mail prior notification of absence, lateness or other issues that may affect performance.

STUDENT REQUIREMENTS
A. Attendance Policy;
1. In accordance with the college standard, the equivalent of one week (2 meetings) of classes missed will be tolerated without penalty. Absences that exceed 5 meetings (day) / 3 meetings (evening) will result in an automatic failure.
2. TWO late arrivals WILL equal one absence.
3. Withdrawal from the course must be in accordance with the school policy in order to receive a “W.” Any unauthorized withdrawal from the course will result in an “F” on the student’s transcript.

B. All assigned projects must be completed and submitted into the on the designated due date. Projects must be labeled by project#, students first name, last initial (ex. proj2JohnS) and placed in the electronic DROP BOX on the designated due date. Any project that is not labeled correctly or submitted late will receive a 0 (zero) regardless of circumstance.

C. Students are responsible for gathering instructional information, procedure, course work and project guidelines on the assigned date. Project guidelines will be discussed by the professor on the assigned date only. Missed assignments shall be obtained from a fellow student immediately and completed for submission on the scheduled due date. Students who are absent are not excused from meeting project deadlines and are expected to communicate with the professor to arrange project submission.

D. All grades are averaged and weighed by the grading criteria. An “A” for a final grade will not be given if a paper/project is missing from the grading criteria. Each project will have its own specific set of requirements.

E. Students must prepare to participate in all in-class assignments and quizzes or they will be marked as absent for that day.

F. Students must spend additional time in the lab, In order to gain proficiency in the application.

G. Student Conduct Policy: The following behaviors are prohibited; no eating or drinking; no excessive or distracting conversation; no use of computer, mouse, keyboard, cell phone or other devises during lecture; unauthorized use of computer equipment, printers, etc.; excessive or distracting conversation; no use of computer, mouse, keyboard, cell phone or other devises during lecture; unauthorized use of computer equipment, printers, etc.; academic dishonesty; destruction, transfer or alteration of files. In accordance with the College policy, any student in violation of the above will receive a failing grade, dismissed from class, and/or be referred for further disciplinary proceedings.

H. Retain all work completed through the semester for an end-of-the-semester portfolio review.

COURSE OBJECTIVES
1. develop basic techniques and skills of computer-based design using Apple computer but applicable to Windows™
2. utilize the computer as a tool in graphic design and other specialized areas of visual communication design industry
3. distinguish between document files from word processing, page layout, image, vector/raster art
4. demonstrate knowledge and skill to produce effective design solutions using page layout software
5. explore to critically examine technical and production alternatives
6. demonstrate production of single-page and multi-page documents using Adobe InDesign
7. identify procedures using page layout software for digital prepress production
8. demonstrate an industry appropriate work ethic emphasizing accuracy, timeliness and neatness by adhering to stringent deadlines and participating classroom critiques
9. integrate supplemental information and learning in other first semester graphic design curriculum courses
10. differentiate appropriate software application use for Adobe Illustrator vector-based graphics and Adobe Photoshop raster-base graphics integration with page layout software
11. demonstrate the ability to vary, alter and manipulate appropriate typography to effectively display and communicate information in printed and interactive material
12. explain the limitations and capabilities of desktop publishing
13. explain the necessity for file management and organization for design documentation
Key Points

- Any concerns (grades, etc.) outside the scope of the current lecture will be addressed during office hours or e-mail only.
- Bring Notebook, Media Drives & Textbook to every class.
- All notetaking and assignments are the responsibility of the student regardless of absence.
- Projects will not be accepted after the deadline regardless of reason or absence.
- All student work must be saved & backed up. Work lost to irresponsibility &/or computer crashing is not acceptable.

COURSE SCHEDULE AND ASSIGNMENTS (TENTATIVE)

This schedule is a tentative structure of lectures and assignments. The schedule is subject to change due to varied class meeting times, overall class progress, technical difficulties and unforeseen circumstances. Specifications for assignment and projects will be given during class meetings.

CLASSES MEET: Saturdays 9:00am - 12:50pm

9.11_Week 1  Introduction to InDesign
Course Outline Discussion. File management,
Explore Workspace & Set Up Document
Textbook: Lesson1, InDesign CS5 Essential Skills
  Lesson 2, Building Documents with Master Pages
Lesson 3, Working with Text and Type

9.18_Week 2  No Class, Yom Kippur

9.25_Week 3  Explore Text, Type and Color
Studio work: Project 1, Series of Text Documents
Textbook: Lesson 7, Using Color in Your Documents

10.2_Week 4  Using Pen Tool and Graphics
Supplemental: Creating Graphics with Pen Tool
Textbook: Lesson 5, Working with Graphics
Studio work: Complete Project 1
  Begin Project 2, Personal Logo and Stationary...
  Create rough sketches layouts/designs of logo, business card, letterhead, envelope

10.9_Week 5  Personal Logo and Stationary
Studio work: continue and complete Project 2
Textbook: Lesson 10, Document Delivery: Printing, PDFs, and XHTML

10.16_Week 6  Applying Character & Paragraph Styles
Textbook: Lesson 4, Working with Styles
Studio work: Project 3, Create a Trifold Pamphlet

10.23_Week 7  Tables
Textbook: Lesson 6, Creating and Using Tables
Studio work: Complete Project 3
Studio work: Project 4, Creating Menus

10.30_Week 8  Applying Effects
Textbook: Lesson 8, Using Effects
Studio work: Complete Project 4
Studio work: Begin Project 5, Advertisements

11.6_Week 9  MIDTERM EXAMINATION

11.13_Week 10  Explore more features in InDesign
Textbook: Lesson 9, Advanced Document Features
Lesson 11, Using XML with InDesign

11.20_Week 11  Interactive Documents
Textbook: Lesson 12, Creating Interactive Documents
Studio work: Begin and complete Project 6, Creating an Interactive Document

11.27_Week 12  No, class Thanksgiving Recess

12.4_Week 13  Scanning Images & Newsletters
Final Project: Newsletter review and production begins

12.11_Week 14  Newsletters
Studio work: continue Final Project

12.18_Week 15  Last Class
Submission of:
1. Final Project
2. Portfolio Presentation
  3-Ring binder containing All Projects in sheet protectors, Technical Journal, Class Notes, Tests
3. Burn CD containing All Finished Projects in “.pdf” format and a folder containing All “.ind” documents and picture files
4. Final Exam