COURSE OUTLINE

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REQUISITE TEXTBOOKS
1. *InDesign CS for Macintosh & Windows Visual Quickstart Guide* by Sandee Cohen
2. *Adobe InDesign CS: Classroom in a Book*

MATERIALS NEEDED
1. Zip cartridge (100mb or 250mb Macintosh formatted preferred; this disk should not be used for another other class)
2. 1x12 or smaller sketchbook/notebook
3. 3-ring binder
4. Package of sheet protectors

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% of final grade: Sketch book, classroom quizzes and in-class projects:
70% of final grade: Projects
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 over all 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.

COURSE OBJECTIVES
This course will enhance one’s development in the techniques and skills necessary for computer-based publishing. The practical exercises as signed will mould the learner for the following objectives:
1. Develop basic techniques and skills of computer-based design using the Macintosh computer but applicable to Windows-based computers
2. Utilize the computer as a tool in design and other specialized areas of the communication arts industry
3. Distinguish between word processing, page layout, image/art, and creation/editing software
4. Demonstrate knowledge and skill to produce effective design solutions using layout software
5. Explore to critically examine technical and production alternatives
6. Demonstrate basic production of electronic page layouts using InDesign
7. Identify procedures for producing camera-ready art from gathering information about the project and creating thumbnail sketches to producing and printing the finished project
8. Demonstrate an industry appropriate work ethic emphasizing accuracy, timeliness and neatness by adhering to stringent deadlines and participating in classroom critiques
9. Integrate supplemental information from other design courses
10. Differentiate appropriate use for vector-based applications such as Adobe Illustrator or Macromedia Freehand and the integration with page layout software
11. Demonstrate the ability to vary, alter and manipulate appropriate type and image to display information in printed material
12. Explain the limitations and capabilities of desktop publishing
13. Explain the necessity for file management and organization of computer-generated page layout

Technical Competencies
A. Demonstrate the function of the Macintosh computer as a tool for desktop publishing, word processing, and design
B. Demonstrate file maintenance and organization through opening, copying, saving, formatting and deleting files
C. Identify, organize and prepare electronic files as a format for saving and submitting projects created in the various software
D. Illustrate the logical progression of generating layouts that incorporate graphic design, word processing, image scanning and final output
E. Produce computer generated layouts that vary in size, orientation, function and design
F. Produce examples of work that include various typefaces, type size, type styles, use of kerning and tracking, leading, indents, tabs and alignments
G. Exhibit appropriate use of the scanner in importing photographic “for position only” images in several layouts
H. Produce a multiple page layout that incorporates formatted text, scanned or imported images, lines and vector graphics, master page(s), style sheets, frames, columns, margins, automatically numbered pages and tabular material
I. Demonstrate knowledge about palettes and menus as per their location and purpose in each software application
J. Execute printing procedures to several different printers
STUDENT REQUIREMENTS

A. To have a complete understanding of all assignments, class attendance is required. ATTENDANCE IS IMPORTANT.
   1. During the semester ONE absence will be permitted, after which further absences will reduce a student’s final grade. (Three absences will result in the loss of one letter grade. Four absences will be considered cause for withdrawing/failing the student from the course.)
   2. TWO late arrivals will equal ONE absence.
   3. Students who withdraw from the course must do so in accordance with the college policy to request a “W/D” as a final grade.
      Otherwise, unauthorized withdrawal from the course will result in a grade of “F.”

B. Students are responsible for gathering instructional information, procedure, coursework and project guidelines on the assigning date. Project guidelines will be discussed by the professor on the assigned date only. If you miss this discussion, it is your responsibility to ask a fellow classmate for the assignment and complete the project for submission on the scheduled due date. Students who are absent are not excused from meeting project deadlines. If a student is absent for a critique, quiz or test, a grade of 0 will be given.

C. All assigned projects must be completed and handed in on its due date for full credit. The grade will be deducted 15 points for everyday the assignment is handed in after its due date. DEAD LINES will be strictly enforced.

D. All grades are averaged and weighed by the grading criteria. Even if “A” work has been done for the semester, an “A” for a final grade will not be given if a project/ paper is missing from the grading criteria. Each project will have its own grading evaluation.

E. All assigned readings will have quizzes to test your knowledge.

F. You must come to class prepared to participate in all class critiques, assignments, quizzes and studio time. You are expected to have the necessary tools and supplies to fully participate in all classroom exercises and show strong work habits. Preparation is calculated into your final grade for each project and the semester.

G. Respect for the property and others in the classroom. Student conduct policy for this course prohibits the following behaviors: a) eating or drinking in class; b) excessive or distracting conversation; c) use of computer, mouse or keyboard during lecture; d) unauthorized use of computer equipment; e) academic dishonesty on any test, research, or course work; f) destruction, unauthorized transfer or alteration of files; and g) disruption of class by use of cellular phones, audible beepers and instant messaging. In accordance with College policy, any student guilty of the above may be receive a failing grade, be dismissed from the class, and/or be referred for further discipline proceedings.

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

PROJECTS 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.

9/8 WEEK 1: Introduction to InDesign
Course Outline Discussion
Quick Tour of Adobe InDesign
Textbook: Lessons 1 and 2 of Classroom in a Book

9/15 WEEK 2: No Class Rosh Hashanah

9/22 WEEK 3: Documents with Frames
Textbook: Lessons 2 and 3 of Classroom in a Book

9/29 WEEK 4: Importing and Editing Text
Textbook: Lesson 4 of Classroom in a Book
Introduction to Project One: Business Letters

10/6 WEEK 5: Color, Tints, Graphics
Textbook: Lessons 6 and 7 of Classroom in a Book
Project One Presentation
Introduction to Project Two: Logo Design/Letterhead/Bus Card
Quiz #1

10/13 WEEK 6: Vector Graphics and Transparency
Textbook: Lessons 9 and 10 of Classroom in a Book
Studio work: Project Two

10/20 WEEK 7: Typography
Textbook: Lesson 5 of Classroom in a Book
Project Two Presentation
Introduction to Project Three: Trifold Brochure

10/27 WEEK 8: Tables
Textbook: Lesson 8 of Classroom in a Book
Studio work: Project Three

11/3 WEEK 9: Mid Semester
Introduction to Project Four: Menu with tabular material, columns, graphics, scanned art
Project Three Presentation
Mid-term Exam

11/10 WEEK 10
Studio work: Project Four

11/17 WEEK 11
Project Four Presentation
Introduction to Project Five: Advertisements

11/24 WEEK 12: No Class Thanksgiving Recess

12/1 WEEK 13
Studio Work: Project Five
Quiz #2

12/8 WEEK 14
Project Five Presentation
Introduction to Final Project: Newsletter

12/15 WEEK 15
Studio work: Final Project

12/22 WEEK 16: Last Class
Presentation: Final project
Binder containing class notes, tests, and finished projects in sheet protectors
Exit Examination