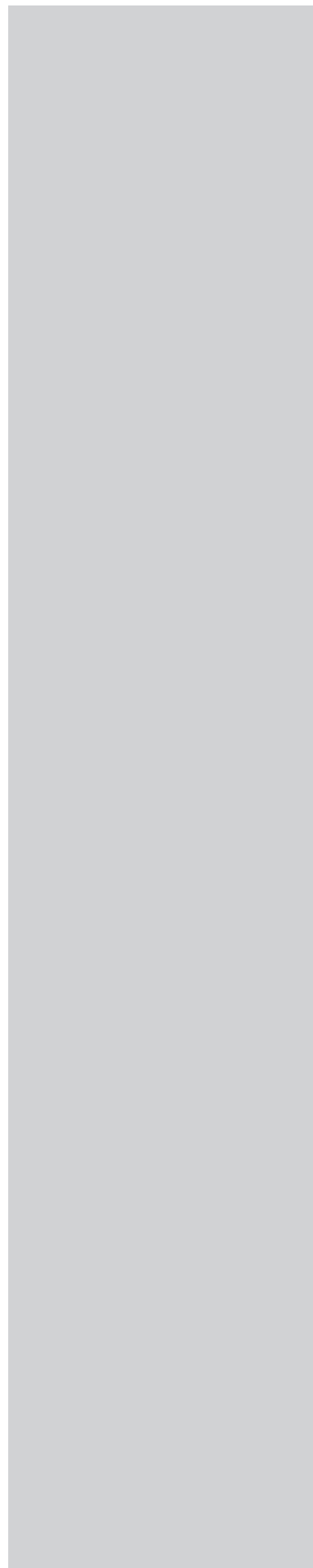


**Desktop Publishing  
Course Foundation Syllabus**

Revised by:  
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Originally Written by:  
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The Department of Technology  
East Tennessee State University

Fall 2003



**Sections & Times**

DIGM 2821-002  
Weekly-TR; 11:15 AM to 1:15 PM

**Location**

Wilson-Wallis Hall, Room 202

**Credit Hours**

Four (4)

**Instructor**

Tara L. Maxwell ; [maxwellt@mail.etsu.edu](mailto:maxwellt@mail.etsu.edu)  
**Phone:** 979-3156 **Office:** Room 193, Digital Media Center  
**Office Hours:** MW 8:30 am - 12:30 pm; TTH 8:30 am – 9:30 am

**Course Description**

Study of the history, processes, materials, and methods of the print graphics and communication industries, including traditional design principles and applications. Emphasis will be placed on the integration of the design process with methods of computer-based production. Includes lecture and laboratory.

**Course Objectives**

By the end of the semester the student will know:

1. A basic knowledge of the history of graphic design and the print medium
2. The elements and principles of design and visual communication
3. Typography and its principles and implementations
4. The design process and its various stages
5. The technical processes as it relates to the production of printed elements
6. Hands-on digital production of materials using industry software for print and online distribution

**Texts & Readings**

Required:  
All handouts given over the course of the semester by the instructor.

***Basics of Design: Layout and Typography for Beginners***  
by Lisa Graham; Publisher: Delmar Learning; 1 edition (May 21, 2001)  
(ISBN: 0766813622)

***Essentials of Adobe InDesign 2***  
by Michael S. Witherell, Kevin A. Siegel; Publisher: IconLogic, Inc.;  
(May 22, 2003)  
(ISBN: 1891762788)

Recommended:  
***Type & Image; The Language of Graphic Design***  
by Meggs, Phillip B.  
(ISBN: 0-442-01165-2)

***Mac is Not A Typewriter*** by Williams, Robin  
(ISBN: 0-938151-31-2)

**Additional Course materials can be found at:**  
`\\entcpdcmp\staff\maxwellt\digm2821`

**Materials**

Super 77 Spray Mount (1 can)  
Xacto Knife and blades (several)  
Metal straight edge (18 inch)  
Mounting boards (black)  
Graphics 360 sketch pad (11 x 14)  
Sharpie Marker (black)  
3 Pak CD-Rs

## Assignments

During the course of the semester students will complete the following projects according to specific criteria, guidelines and instruction:

1. College Flag (for College of Business and Technology)
2. Corporate Identity/Logo for Innovation Lab at ETSU
3. Newsletter (cover and spread)
4. Brochure
5. Advertising Campaign (series)

Note: these assignments are preliminary and subject to change at any time, depending upon class progress and time frames

## Grading Policies

In addition to attendance, the student's final grade will be based entirely on the quality of their work.

Projects will be graded upon specific criteria, which will be defined at the beginning of every assignment. Each assignment's criteria will consist of three (3) to five (5) elements with the total equalling 10-25 points per project. The sum of the value of each of the elements determines the project overall grade.

For example, a project earning 4 points for three elements and 2 points for two elements will receive a final overall grade of 16 out of 20 possible points.

## Grade Distribution

A student's final grade will be determined by the collective number of points earned through each project and class attendance record. Final grades will be given according to the following scale:

A = 93-100	C+ = 77-79	F = 0-59
A- = 90-92	C = 73-76	W = Withdrawal
B+ = 87-89	C- = 70-72	WF = Withdrawal Failing
B = 83-86	D+ = 67-69	
B- = 80-82	D = 60-66	

- A = Exceptional work: conceptually appropriate, demonstrates strong creative thought, precisely executed, instructions followed to the letter, and turned in on time.
- B = Work executed with few errors, conceptually appropriate, demonstrates good creative thought, and turned in on time.
- C = Average work, meets minimum requirements.
- D = Below average work, sloppy, instructions not followed.
- F = Failed to meet minimum requirements of the problem.

## Late Work

Possible credit for late work is 50%. Exceptions will be made only in cases where you have a proven and excused absence. (There is no partial credit in industry.) See next page for definition of "excused". NOTE: Lost digital files will not be accepted as an excuse for missing or late assignments. You are responsible for keeping back-up copies of all of your assignments until you have received a grade for those assignments.

## Attendance

Attending class is required for success in this course. If a student cannot get to class on time each and every day in college, they will not keep a job in the industry. Realizing there are circumstances and situations beyond our control, the following policy will be in effect:

Cont.

## Attendance Cont.

Absences: With the exception of critiques and due dates (which will be announced well in advance), a student is allowed to miss two (2) classes without detracting from the student's final grade. Upon the third (3) absence, the student will suffer a full letter grade deduction on the final grade, unless the student provides a written excuse (which will be verified by the instructor). Upon the fourth (4) unexcused absence, the student will fail the course, regardless of the situation or their performance at said time. (see next page for definition of "excused" v/s "unexcused")

Late Arrivals: If a student arrives late to class two (2) or more times during the course of the semester, the student will be charged with one unexcused absence.

What is an excused absence? There are two standard types:

Type 1: You know ahead of time that, for good reason, you will have to miss class. You see me before the day of the absence and negotiate an excused absence, generally with some kind of appropriate written documentation.

Type 2: Some emergency prevents you from getting to class. In this case, it's vital that you present some formal documentation that you had good reason to be gone--e.g., verification from an ETSU official that you were off campus on university business, or a written memo from a doctor, a cop, or other responsible party indicating that you were unable to make it to class for good reason.

## Class Policies

- Cheating will result in a 0 for the test/assignment and possible removal from class. This includes plagiarism and copyright infringement. Use of images or written material created by someone other than yourself must be used only in accordance with classroom assignment parameters, and must be attributed and/or permissions must be obtained.
- No surfing the internet, checking e-mail or messaging during class unless it is necessary for a project.
- No non-class materials loaded into the computers.
- No disruptive behavior.
- Leave cell phones and pagers off, or if needed for emergencies, on vibrate.
- Students who are not enrolled in this class will not be permitted in the lab without the instructor's permission.
- Students are prohibited to install any software on any of the machines.
- Please do not ever turn a machine off.
- No pornographic or sexually explicit material viewed in the lab, or loaded onto computers or file server/sharing folders.
- Please promptly report any problem to your professor, graduate assistant and/or **write the problem on the new problem report sheets taped to the top of each monitor.**
- Food, drinks and tobacco products are never permitted in any of the labs (this includes Wilson Wallis and the DMC)...no exceptions.

## Disability Statement

If you are a student with a disability, it is your responsibility to contact me during the first week of class to inform me of any reasonable accommodations needed.

## Academic Misconduct

ETSU Policy No. 3.13, October 1, 1979:

"All students in attendance at East Tennessee State University are expected to be honorable. ... Academic misconduct will be subject to disciplinary action. Any act of dishonesty in academic work constitutes academic misconduct. This includes plagiarism, the changing or falsifying of any academic documents or materials, cheating, and the giving or receiving of unauthorized aid in tests, examinations, or other assigned school work."

Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to: a grade of "F" on the work in question, a grade of "F" for the course, reprimand, probation, suspension, and expulsion. For a second academic offense, the penalty is permanent expulsion."

## Course Outline

The semester will be divided into two main sections, the first focused on principles (weeks 1-6) and the second on practicum (weeks 6-15). The final week of the semester is reserved for review and final project critique. In addition to lectures and debates of selected works and projects, demonstrations on software, techniques, and presentation will be given. Professional guests may also be invited to speak to come and speak on topics.

## Calendar of Topics

Below are the major items that will be discussed in this course:  
(note: all dates and items are subject to change at any time)

### Section One

#### Principles

#### Week 1

##### Introduction to the Print Medium

- History of print and printing processes
- Emergence of graphic design as visual communication

#### Week 2-3

##### Elements and Principles of Design and Visual Communication

- Elements: line, shape, value, texture, color
- Principles: harmony, variety, balance, movement, proportion

#### Weeks 3-4

##### Typography

- Anatomy: letterforms, fonts, measurements, classes, families
- Legibility: characteristics, spacing, weight, justification, design

#### Weeks 5-6

##### The Design Process

- Stages: definition, research, exploration, execution, production

### Section Two

#### Practicums

#### Weeks 6-7

##### College Flag Design

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Macromedia Freehand or Adobe Illustrator (tools, scanning, printing), Elements and Principles of Design, Adobe Acrobat & PDF file creation, Mounting work for presentation

#### Weeks 8-9

##### Corporate Identity

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Macromedia Freehand or Adobe Illustrator (tools, scanning, printing), Elements and Principles of Design, Adobe Acrobat & PDF file creation, Mounting work for presentation

#### Weeks 10-11

##### Newsletters

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Adobe InDesign (interface, tools and printing, Basic typesetting techniques)

#### Weeks 12-13

##### Brochures

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Deeper into Freehand/Illustrator & InDesign (importing)

#### Weeks 14-15

##### Advertising Campaign

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Advanced typographic techniques

#### Week 16

##### Final Critiques

Tuesday, December 9  
8:00 - 10:00 AM WW202