

**Desktop Publishing
Course Foundation Syllabus**

**10 | 09 | 2003
DIGM 2821 Desktop Publishing
Course Syllabus | Fall 2003
Primus Tillman: Room 191
Digital Media Center
tillman@mail.etsu.edu
423-979-3154**

The Department of Technology
East Tennessee State University

Fall 2003

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Sections & Times

DIGM 2821-003
Weekly-MWF; 12:35 to 02:35 PM or determined by instructor

Location

Wilson-Wallis Hall, Room 203

Credit Hours

Four (4)

Instructor

Primus Tillman
Office Hours: To be announced; Digital Media Center; Room 191
e-mail:tillman@imail.etsu.edu

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.

Type & Image; The Language of Graphic Design Meggs, Phillip B.
(ISBN 0-442-01165-2)
Mac is Not A Typewriter Williams, Robin
(ISBN 0-938151-31-2)

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

Materials

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)

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

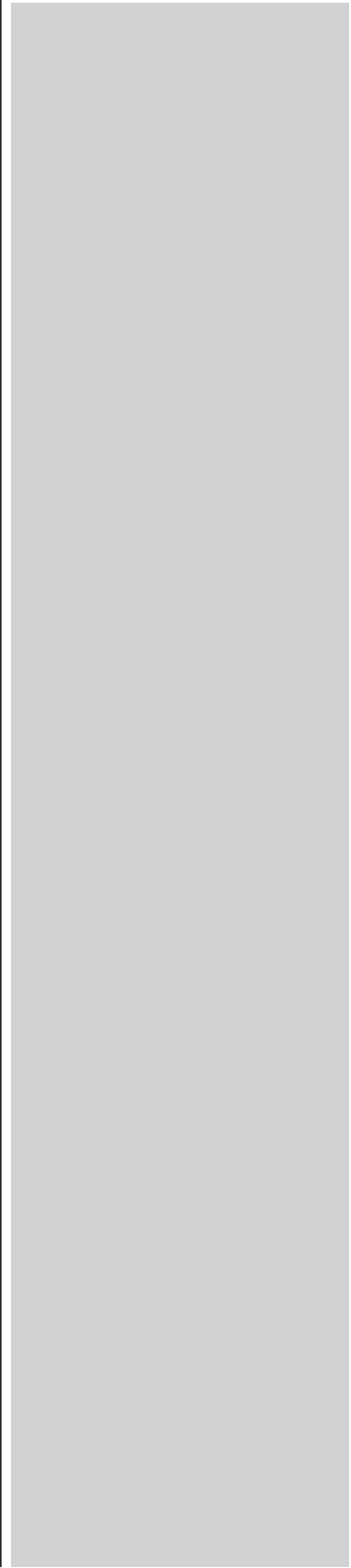
<http://www.etsu.edu/reg/syllabus.htm>

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

Grading Policies

Projects will be graded upon specific criteria, which will be defined at the beginning of every assignment. Each assignment's criteria will consist of five (5) elements each worth a maximum of up to five (5) points. The sum of each of the elements determines the project overall grade.

For example, a project earning four (5) points for three elements and two (2) points for two elements will receive a final overall grade of 19 out of 25 possible points.



Assignments

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

1. Corporate Identity
2. Newsletter (cover and spread)
3. Brochure
4. Advertising Campaign (series)
5. Final Project (to be determined)

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 five (5) elements each worth a maximum of up to 4 points. 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	

Note: No incompletes will be given for this course.

Late Work

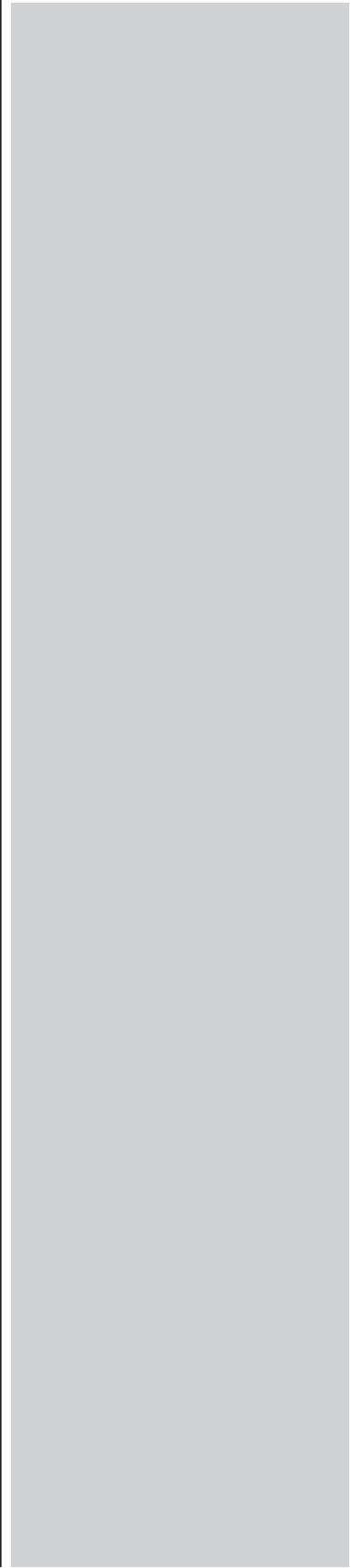
Late work will not be accepted under any conditions or circumstances. Any student who fails to complete and hand-in a project by the date and time it is due will receive a failing grade for that project....no exceptions.

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:

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) absence, the student will fail the course, regardless of the situation or their performance at said time.

Late Arrivals: If a student arrives late to class four (4) or more times during the course of the semester, the student will be charged with one absence. Arriving late six (6) times in the course of the semester the student will suffer a full letter grade deduction on the final grade. Upon the seventh (7) late arrival, the student will fail the course, regardless of their performance at said time.



Food, Drinks, and Tobacco Use

Note: No incompletes will be given for this course.

Late work will not be accepted under any conditions or circumstances. Any student who fails to complete and hand-in a project by the date and time it is due will receive a failing grade for that project...no exceptions.

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:

Food, drinks and tobacco products are never permitted in any of the labs (this includes Wilson Wallis and the DMC)...no exceptions. Also, no tobacco products of any type may be used inside the building.

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."

Syllabus:

Syllabus:

This syllabus is, in effect, your legal written agreement with Prof. Primus Tillman about the purpose and direction of this course. Any changes in this syllabus will be communicated to you verbally and in writing.

SAVE THIS SYLLABUS and, of course, all your other syllabus. Make sure that you understand important course requirements and dates that assignments are due.

TO ALL STUDENTS:

If you have problems, issues or complaints with anything dealing with this class the instructor should be the first line of contact. If you have an illness or disability that may cause a problem within the class, please feel free to notify the instructor. This information will be kept in the utmost confidence.

Attendance

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) absence, the student will fail the course, regardless of the situation or their performance at said time.

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Assignments

Students will complete the following projects by the end of the semester according to specific criteria, guidelines and instruction:

1. Brochure 1 and 2
2. Newsletter (cover and spread)
3. Magazine
4. Final Project (to be determined)

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

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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 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, evaluate

Section Two

Practicums

Weeks 6-7

Corporate Identity

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Macromedia Freehand (tools, scanning, printing), Adobe Acrobat & PDF file creation, Mounting work for presentation

Weeks 8-9

Newsletters

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

Weeks 10-11

Brochures

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

Weeks 12-13

Advertising Campaign

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

Weeks 14-15

Final Project

- Project Scope: principles, definition, specifications, requirements
- Demonstrations: Per student request

Week 16

Final Critiques