

NAME OF SCHOOL: *California State University, Northridge*

DEPARTMENT: *Department of Art, Graphic Design*

COURSE NUMBER AND NAME: *Art 356 Computer Publishing*

TERM AND YEAR: *Fall 2007*

NAME OF INSTRUCTOR: *Louis A. Solis*

Contact information: *louis.solis@csun.edu*

COURSE DESCRIPTION: This course will cover Adobe Indesign, Adobe Illustrator and Adobe Photoshop. We will cover basic to intermediate skill levels. We will deal with both technical and creative aspects of each application as it applies to the design of text documents, graphic elements and their incorporation into page layouts.

PREREQUISITE: Art 244 or equivalent.

REQUIRED BOOK:

Adobe Indesign CS3 Classroom in a Book :ISBN-13: 978-0-321-49201-2

Adobe Illustrator CS3 Classroom in a Book: ISBN-13: 978-0-321-49200-5

Learning Outcomes:

At the completion of this course, the student will be able to:

Learning Outcome 1:

Understand and Apply Knowledge Related to Print Design.

1. Develop professional skills in the process of design from conceptual development to completion of a final print design product.
2. Conduct research on a print design problem and organize that research data to suite the problem.
3. Apply research to idea building through brainstorming and displaying in thumbnails and rough drafts.
4. Develop the skills to critique and revise designs.
5. Produce professional presentations of print design concepts and ideas.

Learning Outcome 2:

Develop and improve Life Skills

1. Demonstrate skills and attitudes needed for learning from experience (observing, interviewing, asking questions, thinking for one's self).
2. Learn to gather information.
3. Have new experiences: take risks, accept challenges, assume new roles.
4. Demonstrate necessary leadership skills such as those needed to plan, recruit, orient, train, motivate, evaluate, assess needs and create budget.

5. Demonstrate independence, autonomy, and assertiveness.
6. Take responsibility for one's own actions.
7. Learn to collaborate and negotiate to resolve conflict.

Learning Outcome 3:

Develop and improve Life Skills

1. Demonstrate skills and attitudes needed for learning from experience (observing, interviewing, asking questions, thinking for one's self).
2. Learn to gather information.
3. Have new experiences: take risks, accept challenges, assume new roles.
4. Demonstrate necessary leadership skills such as those needed to plan, recruit, orient, train, motivate, evaluate, assess needs and create budget.
5. Demonstrate independence, autonomy, and assertiveness.
6. Take responsibility for one's own actions.
7. Learn to collaborate and negotiate to resolve conflict.

ATTENDANCE

Attendance is not an option it is mandatory. Students **are required to attend all classes**. Course information will not be repeated, so if you miss a class it is your responsibility to get information from another student. Even if you have an absence you are required to be prepared for the next class meeting. If you are ill contact me through e-mail. I check my e-mails in the evening up until 11pm. **3 excused absence** are permitted. For every absent thereafter **4 points will be deducted from your final grade**. Attendance is taken at the beginning of class. It is your job to inform me that you are present. Lateness is discouraged. **Every late = half of unexcused absence (2 points)**.

DESIGN PROJECTS

These projects are to be completed outside of class time. There will be very little time to work in class. Class will be used for lecture or problem solving. All assignments are due on the schedule date. They will need to be posted online. Late assignments will be marked down.

25 points	Project #1:	Movie Poster
25 points	Project #2:	Promotional Post Card Mailer and Poster
40 points	Project #3:	Product Catalog (16 page book)

READING ASSIGNMENTS: The reading assignments are in the textbook. You will have a reading assignments each week. So you don't fall behind if you do not attend class.

CLASS PARTICIPATION: 10 points

Class Participation includes, class discussions, readings, and in-class exercises. Student's participation is an integral part of the class. Students participation in class discussions and studio activities will be evaluated based on how often they engage in these activities and how well their contribution reflects an understanding of the topics and issues relevant to the course content.

GRADING SCALE:

A = 95 – 100 B+= 87 – 90 C+= 77 – 79 D+= 67 – 69

A- = 91 – 94 B = 83 – 86 C = 73 – 76 D = 63 – 66
B- = 80 – 82 C- = 70 – 72 E = 0 – 62

SCHEDULE OVERVIEW

(see website for a more detailed schedule)

Schedule is subject to change under teacher's discretion

- Week 1** Introductions
 Overview of Course Syllabus & sign contract
- Week 2** Intro to Project #1: Movie Poster
- Week 3** Continue: Project #1: Movie Poster
- Week 4** Continue: Project #1: Movie Poster
- Week 5** Continue: Project #1: Movie Poster
- Week 6** Finish: Project #1: Movie Poster
- Week 7** Intro to Project #2: Promotional Post Card Mailer and Poster
- Week 8** Continue: Project #2: Promotional Post Card Mailer and Poster
- Week 9** Continue: Project #2: Promotional Post Card Mailer and Poster
- Week 10** Continue: Project #2: Promotional Post Card Mailer and Poster
- Week 11** Finish: Project #2: Promotional Post Card Mailer and Poster
- Week 12** Intro: Project #3: Product Catalog
- Week 13** Continue Project #3: Product Catalog
- Week 14** Continue Project #3: Product Catalog
- Week 15** Continue Project #3: Product Catalog
- Exam Week
- Finish:** Project #3: Product Catalog
 All Final Project due on exam day