

Course Description

Application of graphic design principles to computer generated page layout. Using current software applications, covers design of text documents, graphic elements, and their incorporation into page layouts. Emphasis on the use of the computer for decision-making and experimentation. 9 hours lab.

Course Pre-requisite: ART 200, and 244.

Course Objective

This course will cover Adobe InDesign CS3. We will cover basic to advanced skill levels. (We will work with Adobe Photoshop and Illustrator as well). We will deal with both technical and creative aspects of the applications to the creation of text documents, graphic elements and their incorporation into page layouts.

Attendance

Attendance is mandatory in this class. Lectures, directions, demonstrations and critiques will not be repeated. Do not miss class on days projects are due because of unfinished projects. It is especially important for you to receive information on those days.

More than 2 absences will result in lowering your final grade by 1/3 grade unit per absence. (For example, with 3 absences, A becomes an A-. With 4 absences it would become a B+.) The 2 excused absences are for illness and emergencies, not excused "cuts". If an illness or emergency requires more than 2 absences, official documentation will be required. **The instructor will make necessary marks for students who are continually late. Attendance and promptness will greatly affect your overall final grade.**

During the first 10 minutes of the class, the instructor will take attendance. If you are not present at this time, you will be marked as absent. Please notify the instructor if you were late or not present during role call. **If you have missed a class, you should always contact your fellow students for information on the class missed before returning to class.** The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion.

Evaluation

Student grades are determined by the following criteria:

- Development of concepts that are thoughtful, original and creative.
- Careful attention to execution, technique and completion of projects.
- Effective visual and verbal presentation skills.
- Craftsmanship and appropriate use of the digital tools contained in the applications.
- Active and verbal class participation, interaction, and discussion in class activities and critiques.
- Craftsmanship and appropriate use of the digital tools contained in the applications.
- Evidence of initiative, creative and imaginative responses to assigned problems.
- Attendance with necessary materials and assignment preparation.

- Personal challenge and effort in project development. Progress of work throughout the semester.
- Deadline compliance.

Grading

Project grades will be issued on a numerical scale, which should include all stages of project development, execution, and presentation. Students are expected to address all components as significant parts of the entire project process. Project criteria is evaluated based on the following 0-11 scale:

11=A, 10=A-, 9=B+, 8=B, 7=B-, 6=C+, 5=C, 4=C-, 3=D+, 2=D, 1=D-, 0=F.

An Incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

Each project will be graded in stages: Research, Process (Roughs/ Thumbnails), Concept, Execution, or Craftsmanship. Remember an "A" means outstanding achievement and is not supposed to be easy.

Each stage will include participation as part of your grade. Absences and tardiness will affect grades significantly. I will be grading not only on technical skills, but will also heavily weigh graphic communication skills upon the rough and final stages for each project.

Thumbnails are mandatory in this class. **10-15 thumbnails are the minimum at the start of every project.** These are checked off by the instructor at the very early stages of computer generated work. Not having these handy will result in a drop of the overall grade for that project.

Late Project Penalties

A project not ready at the beginning of class will be penalized by 1/3 grade unit for each class it is late. An absence is not an excuse for a late project. Limited lab access is not an excuse for a late project. Plan ahead for lab time, printing, and mock up time.

(Projects or their order may be changed by the instructor during the semester).

Class Participation

It is recommended that you participate actively during class discussions and critiques. Designers must be able to express their ideas and also be analytical of other designers' work.

Final Projects

Fuzzy, pixelated or low resolution images are not allowed for final projects. Make sure all your images are in high resolution.

Final Exam

You are required to meet at the posted exam time for this class. Please make a note of it at this time.

Reference Books

- Adobe Classroom in a Book for Photoshop, InDesign, and Illustrator CS2 or CS3.
 - Visual Quick Start Guide for Photoshop, InDesign, and Illustrator CS2 or CS3.
- Explore and purchase from the various bookstores around you or online.

Computer and Software

The Mac and the Adobe software are the main tools for the execution of graphic design. You should already have a personal computer, preferably a laptop (Mac). You should already know how to use the 3 main graphic design software: Photoshop, Illustrator, and InDesign or Quark Xpress.

The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course at the same time your knowledge of the software.

InDesign CS2

- Basic to advance use of tools, color
- Basic to advanced line & curve editing and shape manipulation
- Page Layout
- Typography & Typesetting
- Importing and Exporting elements
- Preparing files for the web

Supply List

- Storage Devices: 2 Mini USB Drives (minimum of 512MB) or portable hard drive
- CD-RWs as needed
- Digital Camera
- Sketch book
- 9x12 Tracing Pad
- #2 Pencil, white eraser
- 15x20 Black presentation boards as needed
- 18"-24" Metal ruler with corked back
- 12" minimum Triangle
- X-Acto Knife with #11 blades
- 3M Super 77 Spray Mount
- White Tape, or Masking Tape

You don't have to carry all of your materials to class everyday, but make sure you have them with you when needed. Please be responsible and make sure you are always prepared to work.

CD-Portfolio

You will use your one Mini USB drive to **backup your files**. The second USB is used to save your work-in-progress files (do not save your work on the computer's hard drive), while the CD-R is used as **portfolio disk**, which will contain files that are to be handed in to the instructor periodically throughout the course. You are responsible for backing up all your projects.

Make sure to always remove your USB drive when you are done working on the computers.

Miscellaneous

- Don't be shy about experimentation. I will be looking for projects that push the limits of the software.
- Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc... Don't be afraid to talk to me!
- You may call me on my cell phone only if there is a major problem. A major problem is a life and death situation, and not a last minute printing problems. **I suggest using e-mail as a guarantee for me to get your messages.**
- You are not to use the computers, printer and scanners while another class is in session without the permission of the instructor.
- There will be absolutely no food or drink in the computer lab.
- Show respect and be helpful to your fellow students.
- Have your work done and be present when we view the class' work. Help each other in the lab. Remember, the person you help today might be somebody that returns the favor when you are out in the working world. Start creating your contacts now. It's all about networking.
- Some of the student work is copied by the instructor for use as examples to show future classes.
- Participate in SAGA (Student Advertising Graphics Association) here at CSUN and AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.
- **The use of cell phones, PDAs, text messaging, chatting online or surfing the web while the instructor is teaching is absolutely forbidden.**

A "lost" file or USB is not an excuse for a late project!

Writing Instructions

Your essays, answers to questions, and reports should be typed using Times New Roman, 12 points, double spacing, and 1 inch margins all around.

Don't forget to type your last name, first name, class, date, and semester with year on the top left corner of the page (use single space for this information.)

Classroom Safety

- *Please be very careful when using your Xacto Knives in class. They are very sharp. You can easily hurt yourselves.*
- *It is forbidden to use the Xacto knives on the tables. You should always use a cutting board, which you should be able to find in every classroom.*
- *When using your Spray Mount, make sure you are spraying outdoors and not in the classroom. Keep the bottle away from your face and eyes.*

In case of an emergency please let me know immediately. Make sure to keep these safety instructions in mind when using dangerous tools in or out of a classroom.

This Syllabus is subject to change.

Class Schedule - (Subject to change)

August 2007

WEEK 1

- Th 23 General introduction - Guidelines - questionnaire.
Introduction to InDesign CS3, Discuss 1st project: 2-Color Mailer for a Non-profit Organization

WEEK 2

- T 28 Questionnaire due - **Due:** Research+imagery for project 1
Lecture - InDesign - program overview
Review **Design process, Concept through execution.**
- Th 30 Review **Elements and Principles of Design.** Lecture: InDesign
Critique: 2-color Mailer thumbnails

September 2007

WEEK 3 - Monday 3rd of September: NO CLASS - LABOR DAY

- T 4 Critique: 2-Color Mailer roughs. Lecture: InDesign
- Th 6 Critique 2-color mailer final stages - introduce project 2: 4-color brochure for a museum
Review **Elements and Principles of Typography**

WEEK 4

- T 11 Due: 2-color mailer. Project 2 research and imagery due.
Lecture: InDesign
- Th 13 Critique Project 2 Thumbnails
Lecture: InDesign

WEEK 5

- T 18 Critique Project 2 Roughs
Lecture: InDesign
- Th 20 Critique Project 2 Roughs
Discuss Editorial Design - Research Paper Handout for Project 3.

WEEK 6

- T 25 Critique Project 2 Final Stages
Lecture InDesign
- Th 27 Due: Project 2 - Research paper due
Discuss **Making and braking the Grid: Grid and layout systems**
Lecture InDesign

October 2007

WEEK 7

- T 2 Due: Project 3 thumbnails- Editorial design project
Lecture InDesign
- Th 4 Critique Project 3 roughs -
Lecture InDesign

WEEK 8

- T 9 Critique Project 3 roughs
Discuss **Page sequence, and Multi-paneled comping.**
- Th 11 Critique Project 3 final stages.

Possible Projects - *(Subject to change)*

1 • 2-Color Mailer for a Non-Profit Organization

Design a 4 page 2-color mailer

Possible organizations to consider:

Anti-drug, alcohol organizations

Make a wish foundation, Jude Children's Hospital...

Extinct animals, and animal rights

Abuse of Children, women, elderly

Ozone, global warming, let's go green

2 • 4-color process brochure for a museum

Design an 8 page brochure for a museum of choice. Research Exhibitions.

3 • Research Paper for Editorial Design

Research an artist, preferably a graphic designer. Write 200 to 300 word paper on designer. (A list of designers will be provided)

Design an editorial layout using imagery and text.

4 • 16 page book or magazine

Research a country of choice, and design a 16 page high end coffee table book. Including cover.

Or

Research an existing magazine or publication and redesign it. Including cover.

5 • Food Festival Poster and web site

Research a food festival and create a poster celebrating the food of the month.

Create a web site for the food festival

Briefly answer the following questions: (please follow writing instructions on page 2 in your syllabus)

1. What's your last name, first? Email address that you check everyday.
2. What year of college education are you in?
3. What's your major and your primary area of interest or study in the arts (Graphic Design, Animation, Fine Arts, Other)
4. What's your background?
5. What's your favorite color?
6. Do you ever visit museums or art galleries and which ones?
7. Have you ever used any of the design software before? (Adobe Photoshop, Illustrator, InDesign or similar software?)
8. Have you taken any other art related classes before? (Drawing, figure drawing, painting, art history, Computer Graphics, Design 1, 2, other)
9. Who's your favorite graphic designer? Name 2 & why?
10. Who's your role model and why?
11. Where do you see yourself in five years?
12. Do you own a digital camera?
13. Do you own a laptop or a desktop with photoshop, illustrator, and InDesign?
14. Do you have internet access?
15. What do you expect to learn in this class?

Student Contract

I have read the syllabi and related materials for Art 356: Computer Publishing Design, and I am fully aware of the objectives, assignments and evaluation procedures.

I will abide by the student conduct code as defined by the California State University, Northridge.

I realize that excessive absence may result in dismissal from class and or no credit (FAILURE). I will be responsible for dropping the class if I find I am unable to attend.

I realize that an Incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

Student's Full Name (print): _____

Student's ID Number: _____

Student's Email Address: _____
(Not CSUN Email)

Student's Signature: _____

Date: _____

Information to be used in case of an emergency:

Contact Person: _____

Relation: _____

Phone: (Home) _____

(Cell) _____ (Work) _____

Email: _____

Address: _____
