

# Art 356

## Computer Publishing

### Dr. Paula DiMarco

Art Department, Student Learning Outcomes  
Addressed in this Course

- 1 Acquire a basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftsmanship; communicate ideas and concepts through writing, speaking and art making; acquire a competency with the tools and technologies associated with the visual arts.
- 2 Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.
- 3 Apply processes of generating and solving problems in art; analyze, interpret and question traditional methodologies and preconceived notions of art and art making.
- 4 Explore and engage in interdisciplinary forms of art making.
- 5 Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.
- 6 Become involved in both individual and collaborative art experiences with other students, faculty, and community.
- 7 Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

## MISSION

The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

Lower Division  
Required

Lower Division  
Elective

Upper Division  
Elective

# California State University Northridge

Mike Curb College of Arts, Media, and Communication  
DEPARTMENT OF ART, GRAPHIC DESIGN

## GRAPHIC DESIGN PROGRAM OUTCOMES

Communication • Creativity • Critical Thought •  
Social Responsibility • Transdisciplinarity • Ethical Practice

## Art 356 Computer Publishing —3 UNITS (3-3) Term

Fall 2010 - Tuesday-Thursday 11:00 am-2:00 pm AC404

## Prerequisites

Art 200

## Instructor

Dr. Paula DiMarco - paula.j.dimarco@csun.edu

## 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.

Nine hours lab

## Course Objective

This course will cover mainly designing in Adobe InDesign CS4. You will be working with Adobe Photoshop CS4 and Adobe Illustrator CS4 (basic to advanced skill levels). We will deal with both technical and creative aspects of each application.

## Required Texts (2)

- *The Adobe Illustrator CS4 Wow! Book (Or you can get CS5) by Sharon Steuer*
- *Adobe InDesign CS4 Styles: How to Create Better, Faster Text and Layouts by Michael Murphy (ISBN-10: 032160606X)*

NOTE: Changes in content or activities may occur at instructor's discretion based on class and project needs, scheduling or other circumstances. SUCH CHANGES WILL NOT AFFECT COURSE POLICIES.

## Supply List

- 2 External hard drives (western Digital is a good brand) (one is for back up and the other is for working)
- USB mini flash drives will be helpful in transferring data, but are not to be used for storage.
- Digital camera will be helpful but not required
- Must have access to a scanner outside of classtime.
- all projects will be printed and mounted so please save money for output materials.

## Instructional Process

- Lectures and/or media presentations explaining theory, practice and any issues specific to the strategy of projects.
- Examples of previous student work.
- Explanation of the problem solving process, methods of execution, project completion and presentation.
- Class critiques during project development allow students to observe other projects in progress to gain confidence in the verbal presentation of ideas, to express critical evaluation of their own, and other student's projects

## Classroom Courtesy:

1. Be on time
2. Do not leave class early
3. Be respectful: to teacher and classmates always
4. Turn off cell phones: Do not answer your phone in class or walk out of the class to answer your phone. Please turn your phone off and store it in your bag.
5. Focus while in class: Leave all your other class work and problems outside this class.
6. Help others: If someone is struggling help them. we are a community of learners.
7. Practice: Spend the time to focus on your skills and learn as much skills as possible in and outside of class.

## ALL CELL PHONES MUST BE OFF OR SILENT DURING CLASS!

Text messaging is included in undesirable phone activities. No internet browsing, video-gaming, text-messaging, working on homework or projects for other classes. If you have an emergency and need to access your messages or place a call during class, please inform instructor in advance.

## Project Submission

Students are required to submit a compilation CD at the end of each semester that includes all projects in a PDF format. Students are responsible for obtaining all work by the beginning of the following semester.

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## Studio Principles:

### Teacher will Demo

### You will Read

### You will Practice

### Train yourself

#### 1. Teacher will Demo:

Demonstrations will be in every class. it is your responsibility to follow along. You will need your book and the CD that comes with the book in order to use the images in the demonstrations.

#### 2. You will Read:

It is your responsibility to read all chapters that are assigned. Even if there is no exercise due that week. All reading will be from either book or in some cases an online article or worksheet. (Also read the review in the back of every chapter. This will be the quiz part)

#### 3. You will practice:

Practice is the most important thing to becoming a better designer and graphic artist. Without practice you will not be prepared for the real world of design.

#### 4. Learn to train yourself:

Practice also means to go through every exercise in the books. You must learn to read software manuals and make it a habit to problem solve and find information on your own. The teacher will guide you but will not hold your hand. because of software changing, you must get into a habit of learning through books.

### Quizzes are inevitable

### Ask questions

### Use your skills

#### 5. Teacher will quiz the class:

You will be quized on what you have read and practiced. So at any point in the class the teacher will call on you to demonstrate a particular technique to the class on the teachers computer station. So be prepared and study up on all that has been discussed.

#### 6. You will ask questions:

You should have questions to ask the teacher in the beginning of class. Asking is one way to become a more skillful individual.

#### 7. Use your skills in main projects:

All skills and techniques learned will be used in the main projects. The skills must be perfected and refined through practice. So when the main project is assigned to you, you must be prepared to execute with the finest skills and techniques.

## Attendance and Participation

Attendance is mandatory in this class. Lectures, directions, demonstrations and critiques will not be repeated. Do not miss class on project deadline days as you will be marked down one grade point for missed deadlines. If you have missed a class, you should always contact your fellow students or the Instructor for information on the class missed before returning to class.

More than 2 absences will result in lowering your final grade. For every absent there after there will be deducted 4 points from your final grade.

For example: if your final grade is a 100 [A] because you have handed in all assignments on time and according to criteria, but you have 2 excused absences but 3 unexcused absences, then you will be deducted 12 points from that grade. This means you will have an 88 [B+] Or if you earned a 90 [B+] grade point with 3 absences then you would have a 78 [C+].

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. Attendance and promptness will greatly affect your overall final grade.

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Students are responsible for contacting instructor regarding absences, expected late arrivals to class or need to leave class early; no contact with instructor is interpreted as unexcused.

## Lateness

The instructor will make necessary marks for students who are continually late. For every late = half of unexcused absence (2 pts). In other words, 2 late's equal and absent. So make sure you be on time.

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 are late for more than an hour, you will be marked absent.

The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion. (Students have known to get a very low grade because they come late or are absent frequently.)

FYI: THE FOLLOWING ARE EXAMPLES OF (BUT NOT LIMITED TO) NON-VIABLE EXCUSES:

1. Not finding a parking space. 2. Employment obligations. 3. Other classes. 4. Dog ate my homework. 5. Someone is getting married. 6. Planned a vacation to Hawaii (or elsewhere). 7. Weather: it's too hot, too cold, or it rained.

VIABLE EXCUSE examples:

receipt from clinic visit, note from doctor with signature and date, receipt for car service w/date and time, any other type of signed documentation regarding time, date and unavoidable reason for absence.

## Learning Activities and Assignments

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.

## Design Studio Projects:

There are 2 types of studio activities: In-class exercises and Main design projects. These activities are considered in class and out of class assignments and must be handed in for course credit as appointed in the grade section of this syllabus. Some in-class days may be lab works days, however, plan to spend at least 9 hours per week outside of class time in order to complete these assignments. Students are required to attend all critiques for each assignment.

### In-class exercises:

These exercises are vehicles for learning about the skills in the computer programs. Exercises are graded. (see grade breakdown for value)

### Main design projects:

These projects are to be done outside of class. The main design projects are given as a way for the student to explore and practice visual communication. Students are encouraged to push the boundaries of design through innovation and conceptual development. The main studio projects are evaluated according to design, presentation, innovation, and skills. (See assignment sheets for further details on evaluation criteria)

Project #1: Illustrator: Create a new logo for an existing performing arts center

Project #2: InDesign: Create a brochure that provides all the yearly events.

Project #3: InDesign: Create a Newsletter for subscribers of your performing arts center (interactive pdf and printed version.

Project #4: TBA

## Assessment and Evidence of Learning

### EVALUATION 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 - neatness is important and projects should be presented on foam core or what ever is required for the project.
- All visual elements should be neat and clean.
- Active & verbal participation in class activities & critiques
- Attendance with necessary materials and assignment preparation
- Personal challenge and effort in project development
- Deadline compliance
- In class work
- Demonstration of abilities and growth
- Participation

## GRADE BREAKDOWN

Critiques and feedback on main projects will revolve around individual critiques, round table critiques, and wall critiques. Projects will be graded on personal challenge, self-motivation, and attitude in exploration in the development of self-generated graphic design imagery.

Projects development is evaluated based on a point system as follows:

90% = Excellent, 80% = Good, 70% = Average, 60% = Weak, 50% = Poor, 0% Not Shown

### FINAL GRADE CRITERIA

A	93-100	<b>A</b>	Clearly stands out as excellent performance and, exhibits mastery of learning outcomes
A-	90-92		
B+	87-89		
B	83-86	<b>B</b>	Grasps subject matter at a level considered to be good to very good, and exhibits partial mastery of learning outcomes
B-	80-82		
C+	77-79		
C	73-76	<b>C</b>	Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning
C-	70-72		
D+	67-69		
D	60-66	<b>D</b>	Quality and quantity of work is below average, exhibits only partial understanding and is not sufficient to progress in the studio sequence
F	59-	<b>F</b>	Quality and quantity of work is below average and not sufficient to progress

### **Late Project Penalties**

Late presentations are discouraged. A project not ready at the beginning of class or handed in after a critique on the due date 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!

Essential to the mission of CSUN is a commitment to the principles of academic integrity and ethical behavior. Because the integrity of the academic enterprise of an institution of higher education requires honesty in scholarship and research, academic honesty is required at CSUN. Adherence to the Academic Honesty Policy reflects the commitment of our community to the value of learning and our core principle of social responsibility.

### **Definitions of Academic Honesty**

1. CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.
2. FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.
3. FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.
4. PLAGIARISM is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

### **Writing Center**

Students having difficulty with writing assignments are encouraged to contact the Writing Center at: <http://www.csun.edu/s/lrc/writing/.html>

### **Code of Student Conduct**

Information may be viewed online at <http://www.csun.edu/a&r/soc/studentconduct.html>

### **Field Trip Policies**

Besides being required to sign 1) an Informed Consent Form and 2) a Vehicle Authorization Form, students must also include their name on 3) a list of those attending the field trip. They may also be required to sign a Guest Confidentiality Form from the particular business to be visited.

### **Students with Learning Disabilities**

If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities ([codss@csun.edu](mailto:codss@csun.edu); 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.