



# Publication Design

SUMMER 2009

JOUR 175

## Syllabus & FAQs

### The Basics

**WHAT IS THIS HANDOUT AND WHY IS IT SO LONG!?**

Here find an overview of what will be required of you in this class, a list of some policies, a schedule of major due dates, as well as some helpful hints. You should expect, however, changes to all of the above (announced in class) as I adapt to best serve your learning needs and objectives.

**WHERE AND HOW CAN I ASK QUESTIONS OUTSIDE OF CLASS, GET EXTRA HELP, ETC.?**

I'm Matthew Marx, adjunct instructor. My office is in the Communications building, but you most often will find me in our lab, C142. Office hours are by appointment, preferably after class. Of course, I'm available online at [mmarx@otterbein.edu](mailto:mmarx@otterbein.edu) Or call/text my cellphone voicemail, 614-264-1112.

I will contact you via email **to your Otterbein mail account**, so please check it regularly. If you wish, I can show you how to forward your Otterbein mail to a different email account.

### Course Objectives

**HELP! I DON'T THINK I'M GOOD WITH COMPUTERS? IS THIS A SOFTWARE CLASS?**

No. This is a design class first, a "computer" class only by necessity.

You will gain some practical, hands-on experience designing and producing printed publications using what is currently "industry standard" software: Adobe InDesign and Photoshop. But this class won't make you a graphic designer. You will be equipped to execute smaller publications on your own, and know when to hire a designer for bigger jobs.

**SO WHAT WILL I LEARN?**

In addition to software skills...

Visual literacy=critical thinking about design in your everyday environment.

Basic design principles and how to discuss design.

Lots of vocabulary related to design principles, image editing, page layout, printing and production.

Basics of story and page layout.

Basics of using color in printed materials.

Basics of image editing.

### Class Format

**WHAT WILL WE DO IN CLASS?**

Typically, one day a week will be dedicated to discussing the reading, based on your questions as well as answers to assigned discussion questions. One day will be dedicated to software demos and lab time, both working on in-class assignments and individual projects. Students are expected to spend the **entire** class period working on assignments for this class **only**.

I will give as much individualized instruction as possible, if you promise to do the reading and try things on your own first. Also, it is more than okay to ask fellow students for help before checking with me. These programs change from year to year

### Requirements

**WORKLOAD:** HOW MUCH WORK WILL BE REQUIRED OUTSIDE OF CLASS? CAN I WORK IN OTHER LABS?

You will also need to put in lab time outside of class. This lab is open only to students in this class and those working on the T&C. Using the code (which I'll give you), it is available to you any time the building is open, but avoid T&C production evenings.

At present, this software is

not available elsewhere on campus.

## TEXTS AND MATERIALS:

C'MON. DO I REALLY NEED TO DO THE READING?

Yup! Although this is a "visual" class, you must also learn new vocabulary, demonstrate techniques and otherwise "know" design. The texts are not heavy reading, but here are some hints about how to use your time wisely.

1. This book is part textbook/part professional reference and will serve you well not only in this class, but in the future: Craig, James Designing With Type: The Essential Guide to Typography, 5<sup>th</sup> Ed., 2006, is extremely relevant to all kinds of publication design. Although they can be a bit overwhelming in quantity, study the more than 500 illustrations and layout diagrams throughout. After all, you are learning a new way to **see**. This book was first published more than 35 years ago, but it has been updated for the current changes in technology that have occurred in the past decade. At the same time, basic features have remained constant, so it is both traditionally sound and relevant to modern publication layout concerns. The glossary is quite thorough. Also, there is Craig's Website, [www.designingwithtype.com/5](http://www.designingwithtype.com/5).

2. Supplements and materials distributed by the instructor as needed. Think of them as a continuing packet.

3. Okay. I know no one reads software manuals, but given that it is also "visual," the HELP portion of InDesign is valuable.

4. Another great resource: visit <http://www.otterbein.edu/resources/library/libpages/class/com175.htm> for links to clip art images and other helpful resources.

5. Also, be certain to keep an eye to publications of all styles: magazines, newspapers, brochures, mailers, newsletters, etc. because soon you will see them in a new light.

**ATTENDANCE: DO I ACTUALLY HAVE TO COME TO CLASS AND STAY THE WHOLE, LONG, LONG, TIME?**

Hey. It's your tuition money, so make your own choices. But this class is driven by a set of projects that can be included in the final project. So if you miss several classes or fail to turn in major projects, not only will your grade suffer, you'll have far too much catch-up work at the end of the quarter.

Also, I give in-class assignments that are due at the end of the class period, and I don't allow make-ups for these. You can miss a few, but more than that and your grade will suffer.

Also, when class lab time is provided, students are expected to work **only on assignments for this class**, not work for other classes or catch-up on personal email. That is just plain rude and has consequences to your participation grade.

**BUT "HACK-HACK, I'M REALLY SICK."**

I understand that everyone has days when he or she can't drag it in. So instead of "make-ups" for quizzes you will be allowed to drop your lowest quiz grade. Also, you can miss a few in class assignments and discussions without it penalizing your grade much.

Also, if you contact me **prior** to class (leave a voice mail on my office line before class), I can be reasonable about excuses that are valid, serious, and infrequent.

## DEADLINES: WHEN ARE ASSIGNMENTS REALLY DUE?

All journalists are sticklers for deadlines, soo...

Unless otherwise noted, projects are due at the *beginning* of the class period; this means that all printing should be completed well before the scheduled class start time. **Technical difficulties, such as printing problems should be anticipated in your planning and will not be considered legitimate excuses for late work.**

Unless you have provided documentation supporting an excused absence or made arrangements with me in advance, **late work will not be graded.** In other words, if you are getting snowed under, call for help sooner rather than later.

## Examinations and Projects

WHAT WORK WILL MAKE UP MY FINAL GRADE?

- Three Quizzes = 200 pts (66 pts. each)

- Learning Portfolio = 700 pts., broken down as follows:

Design Analysis = 100 pts.

Font Flags and Learning Report = 100 pts.

Template and Learning Report = 100 pts.

Final Newsletter and Learning Report = 400 pts

Summary Learning Report

Discussion Worksheets (pass/fail, 10 pts. ea.) = 80 pts.

Lab Assignments (pass/fail, 3 pts. ea.) = 20 pts.

GREAT. TELL ME MORE.

### 1. Quizzes

Except for the first quiz, these will be both objective and require you to execute specific software tasks. I will give you study guides in class.

### 2. Design Projects

There will be three graded projects—a design critique, design of a newsletter flag using fonts creatively, and a template for your final newsletter project. They are your chance to demonstrate how well you have synthesized both design principles and software skills. I will give you specific requirements in class.

You can (and should) revise the last two projects as part of your final. That is, there is no final exam, but your learning portfolio, including your final newsletter, will be due to my office mailbox at the end of the scheduled exam period (see schedule).

The flag designs, template and final newsletter must include a formal essay (composition matters) regarding your design process, suggestions for improvement, etc.

### 3. Discussion Groups/Workwheels:

You will need to prepare the readings before the first class day of the week in which they are assigned in order to be prepared for small group/large group discussions. Each week you will type out answers to three discussion questions on a worksheet I give you. I will check on the completeness of these "worksheets" in class, and they will also be due at the end of the quarter as part of the "Learning Portfolio."

These will be graded pass/fail, but in order to pass, your answers must show "critical

thinking," be complete and thorough, show an ability to synthesize new knowledge with past knowledge and be free of mechanical and compositional errors.

### 4. Lab assignments:

These assignments are designed as "practice" of new software skills and are therefore graded pass/fail. I give the assignments in class and usually expect that you complete them by the end of class in order to

WHENCE DID THE WON-  
DROUS MYSTIC ART ARISE  
OF PAINTING SPEECH AND  
SPEAKING TO THE EYES?

THAT WE, BY TRACING  
MAGIC LINES ARE TAUGHT  
HOW TO EMBODY AND TO  
COLOUR THOUGHTS.

—William Massey

keep pace with new material. I will sometimes check them to monitor your progress, but you should turn them in for credit at the end of the term.

## Grading/Evaluation

HOW CAN YOU GRADE "ART"? I will give you detailed grading sheets for each project, which are based on the following broad criteria: 1) application of basic design principles (CRAP); 2) technical accuracy of aspects such as margins, type size, copyediting, and compliance with the assignment specs; 3) creativity within the parameters of the assignment, appeal and aesthetics; 4) complexity and appropriateness of the design for the intended audience and

use; you will be rewarded for demonstrating software techniques not demonstrated in class.

If you wish to dispute a grade, I ask only that you give me back the assignment along with my comments and schedule a time to meet with me **outside** of class.

Final letter grades will be assigned according to the following scale: A=930-1000, A-=900-929, B+=870-899, B=830-869, B-=800-829, C+=770-799, C=730-769, C-=700-729, D+=670-699, D=630-669, F=0-629.

## Other Policies

### CHEATING: WHAT IS IT AND WHAT HAPPENS?

Short answer—don't do it. Dishonesty is a trait that can cost you a job in journalism; therefore this class will adhere to the standards concerning plagiarism, cheating and dishonesty that appear in the Student Campus Life Handbook.

Longer answer—some (not all) things you might not know are cheating include:

- Copying a template without changing it substantially
- Downloading/scanning copyright protected graphics and photos.

- Using the electronic help manual that comes with the software during quizzes.

I'll also expect all your written prose to be your own or that you properly cite sources if it is not.

### ACCOMMODATIONS: WHAT IF I NEED SPECIAL HELP?

I'll gladly work with students who, early in the term, identify and discuss with me specific needs and verify the need for any special accommodations through the Academic Support Center.

# Course Schedule (subject to change at instructor discretion)

WEEK	TOPIC	REQUIRED READINGS/DUE DATES
1	Course Introduction, Design Principles InDesign: Basics	<ul style="list-style-type: none"><li>•<b>DUE Wed.: Individual Conf.</b></li><li>•<b>DUE Mon.: Choice for Design Analysis</b></li><li>•<b>Mon.: Practice Discussion worksheet in class.</b></li><li>• Craig: Chap. 1-2</li></ul>
2	Typography InDesign: Text, Objects  Layout fundamentals; Story Design Intro InDesign: Pages, Text	<ul style="list-style-type: none"><li>•<b>DUE Mon: Discussion Work sheet</b></li><li>•<b>DUE Wed.: Design Analysis</b></li><li>•Craig: Chap. 3-4</li><li>•<b>QUIZ 1 Mon.</b></li><li>•<b>DUE Wed: Discussion Worksheet</b></li><li>•Craig: Chap. 5-6</li></ul>
3	More Story design InDesign: style sheets & Text Page design InDesign: text effects	<ul style="list-style-type: none"><li>•<b>DUE Mon: Discussion Worksheet</b></li><li>•<b>DUE Wed.: Font Flag Project</b></li><li>•<b>DUE Mon: Discussion Worksheet</b></li><li>•Craig: Chap. 7-8</li></ul>
4	Photos and Graphics InDesign: Graphics Color Considerations Intro to Photoshop; 4-Color	<ul style="list-style-type: none"><li>•<b>QUIZ 2 Mon.</b></li><li>•<b>DUE Wed: Discussion Worksheet</b></li><li>•Craig: Chap. 9</li><li>•<b>DUE Mon: Discussion Worksheet</b></li></ul>
5	Production and Printing Basics	<ul style="list-style-type: none"><li>•<b>DUE Wed.: Flag/Newsletter Template</b></li><li>•Craig: Chaps. 17-18</li><li>•Additional Reading (handouts) Critique and Final Touches</li><li>•<b>DUE Mon: Discussion Worksheet</b></li><li>•<b>DUE Mon.: Newsletter draft</b></li><li>•<b>QUIZ 3 Wed.</b></li></ul>
FINAL	Portfolio	<ul style="list-style-type: none"><li>•<b>DUE Monday, June 13, 9:30 p.m.</b></li></ul>