

CLASSROOM: UC #323
DAY & TIME: Th 5:30-8:15
INSTRUCTOR: DEBBIE BROWER
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903-334-9605
OFFICE HOURS: Th 5-5:30

This course covers advanced techniques of page layout and publication design. Topics include effective typography; the use of multi-column and modular grids; integration of graphics and photos into publications, including spot, process color and separations; and page assembly to design and produce a variety of multi-page publications.

Required Materials:

John McWade
Before and After Page Design
ISBN 978-0201795370

Adobe Creative Team
Adobe Photoshop CS6 Classroom in
a Book - ISBN 078-5342827330

Adobe Creative Team
Adobe InDesign CS6 Classroom in
a Book - ISBN 978-0321822499

These are NOT new books, so feel free to look for used or rented editions through Alibris, Amazon, Chegg, CourseSmart, eBay, Fetchbook, etc.

SESSION 1 - JANUARY 21

TOPICS COVERED

- Course Objectives
- Requirements and Expectations

ASSIGNMENT: Buy required books and appropriate portable media

SESSION 2 - JANUARY 28

TOPICS COVERED

- Photoshop: Tools, photo corrections, actions
- Introduce Design Journal

ASSIGNMENT: Read Chapters 1-2 of Photoshop CS6 book; Assigned Project

SESSION 3 - FEBRUARY 4

TOPICS COVERED

- Discuss required reading
- Photoshop: Selections, Layers, Masks

ASSIGNMENT: Read Chapters 3-4 of Photoshop CS6 book; Assigned Project

SESSION 4 - FEBRUARY 11

TOPICS COVERED

- Discuss required reading
- Photoshop: Masks and Channels, Typographic Design, Advanced Composites

ASSIGNMENT: Read Chapters 6, 7 and 9 of Photoshop CS6 book; Assigned Project

SESSION 5 - FEBRUARY 18

TOPICS COVERED

- Discuss required reading
- Photoshop: Advanced Compositing

ASSIGNMENT: Read Chapter 9 of Photoshop CS6 book; Assigned Project

SESSION 6 - FEBRUARY 25

TOPICS COVERED

- Discuss required reading
- Photoshop: Painting, 3D, Color

ASSIGNMENT: Read Chapters 11, 12 and 14 of Photoshop CS6 book; Assigned Project

SESSION 7 - MARCH 3

TOPICS COVERED

- Discuss required reading
- Photography Workshop
- Posing, cropping, lighting

ASSIGNMENT: Photography assignment to be discussed

COURSE PROCEDURES

ACADEMIC HONESTY

Plagiarism is passing off in public speech or in writing the work, ideas, images, speech, or language of others as your own, without due credit. Do not borrow someone's old work or copy material from the Internet. The score for plagiarism is ZERO on an assignment (not F). A second offense will result in an immediate and automatic grade of F in the course.

LATE SUBMISSIONS

Rarely accepted. This course is deadline-drive, as is every job this course trains for.

OUTSIDE CLASS

If you are concerned about an upcoming assignment, or don't understand its requirements, or just want to talk about design, please visit the professor during office hours, or post a message to Blackboard.

COURTESY AND COMMUNITY

- *Turn off cellular phones and beepers during class.* Phones or pagers active for family or medical reasons must be set to silent or vibrate, and if you take a call, you must leave the class for the day, and catch up later. **NO ELECTRONIC DEVICES MAY BE ACTIVE DURING EXAMS AT ALL FOR ANY REASON.**
- Speak of people in class or outside it as individuals deserving courtesy, respect, and the benefit of the doubt – not as competitors, or as representatives of identifiable groups.

SESSION 8 - MARCH 10

TOPICS COVERED

- Discuss required reading
- Turn in Design Journal
- REVIEW

ASSIGNMENT: Design Journal

SESSION 9 - MARCH 24

TOPICS COVERED

- Discuss required reading
- InDesign: Workspace, Documents, Pages

ASSIGNMENT: Read Chapters 1-3 of InDesign CS6 book; Assigned Project

SESSION 10 - MARCH 31

TOPICS COVERED

- Discuss required reading
- InDesign: Objects, Flowing and Editing Text

ASSIGNMENT: Read Chapters 4-6 of InDesign CS6 book; Assigned Project

SESSION 11 - APRIL 7

TOPICS COVERED

- Discuss required reading
- InDesign: Typography, Color, Graphics

ASSIGNMENT: Read Chapters 7, 8 and 10 of InDesign CS6 book; Assigned Project

SESSION 12 - APRIL 14

TOPICS COVERED

- Discuss required reading
- InDesign: Transparency, Printing and Exporting

ASSIGNMENT: Read Chapters 12-13 of InDesign CS6 book; Assigned Project

SESSION 13 - APRIL 21

TOPICS COVERED

- Discuss required reading
- InDesign: Working with customers, Designing for the Customer

ASSIGNMENT: Read Assigned Pages from Before & After; Assigned Project

SESSION 14 - APRIL 28

TOPICS COVERED

- InDesign: Student Presentations

ASSIGNMENT: Complete and Turn In Design Journal

SESSION 15 - MAY 5

TOPICS COVERED

- Design Journals returned to students

EVALUATION AND GRADES

COURSE REQUIREMENT	POINTS
On the job and on task every week	150
Midterm and final terms	200
Contribution to MCOM Magazine	200
Presentation on work of established designer	150
Final Portfolio of Completed Projects	300
TOTAL	1000

Letter grades as assigned according to the following standard:

A	(≥ 900 and ≤ 1000 points)	Excellent, exemplary preparation, creative, professional
B	(≥ 800 and ≤ 900 points)	Very good; highly competent preparation, original application
C	(≥ 700 and ≤ 800 points)	Acceptable; basic preparation, correct technique
D	(≥ 600 and ≤ 700 points)	Unsatisfactory; incomplete, unprepared
F	(≤ 600 points)	Failed to meet most requirements
Z	(0 points)	Submitted nothing, either directly or by way of plagiarism