



DESKTOP PUBLISHING

COM 370

COMM 370- 50-2951

Summer 2016

Instructor: Sarah V. Miller

Contact: Svdail01@louisville.edu

About the course:

This is not going to be your typical desktop publishing course for the obvious reasons. Fear not, you will still be getting the same education about the process of desktop publishing.

This course is designed to teach you three main concepts. First, I will teach you about the basic elements of print design. Second, I will teach you how to properly critique a variety of print designs. Third, I will allow you to apply your knowledge learned to create your own designs. These three elements will be a collaborative process that I hope will enhance your learning, understanding, and appreciation of print designs.

Two things will make his class unique; first you are not going to get one-on-one computer assistance the same way a face-to-face student would get. And second, you are not going to have access to the computer programs from the start of the semester. Both of these things will make the class more of a challenge for me than I think it will for you.

This course is broken down into several ways in which you will be assessed. These assessments include quizzes, design papers, replication of types of designs, and creation of your own designs. In addition, participation in the Discussion Boards are expected and required. You will be interacting with your classmates in the critiquing of outside designs and your own creations. All written assignments (i.e. the design papers) are submitted through the Discussion Boards, with the exception of the final project.

I am very excited about this class. I can't wait to hear your thoughts and see your creations.

Contacting me:

Email: It's pretty easy to get in contact with me. Typically most students will want to reach me via email. If that's the case here is my address: svdail01@louisvill.edu. If you email me I will get that message quicker as I have email sent to my phone. Now, does this mean I will reply immediately, no because I do not always have my phone on me or will I always be able to stop what I am doing and respond. Sometimes it takes time to respond and a bigger keyboard. Also, please note **When I get your email I will respond, if you do not have a response please assume that I did not receive your email.** Please allow 24 hours for a return on email except on weekends and holidays. I will respond in a true emergency situation from my phone or for quick replies.

Expectations

I have few expectations for you during the semester. First, I expect that you will participate in all the discussion boards and meet all requirements for the related assignments. In addition I expect that you will act respectfully and politely for all class interactions. Second, I expect you to be responsible to log in to access the weekly notes and take the corresponding quiz during the provided timeframe. Third, I expect that you will take this course seriously in regards to the content, the assignments, and the final project. By seriously I mean that you will act ethically, honestly and respectfully to yourself, to your classmates, and to me.

Course Objectives

Upon completion of this course you will be able to:

- ❖ Understand the processes of printed pieces from conceptualization to printing

- ❖ Critique a finished project applying the concepts of design and visual communication
- ❖ Apply the fundamentals of design/layout for a variety of documents
- ❖ Understand the process of persuasion in terms of design and communication

Course Pack

For your convenience I have created a course pack to assist you with my powerpoint notes. This course pack replaces the need for a text book. It is available in PDF version online, if you are having issues email me.

Blackboard help

Blackboard Help is a single resource for all of the user documentation available for Blackboard Learn™, Release 9.1.

Additional Resources

Disabilities: Students with disabilities or who need special accommodations should notify the instructor at the beginning of the course. They should also contact the Disabilities Resource Center at 852-6938.

Academic Dean: Their office provides a variety of support for students. You can contact them at Dean of Students Office, SAC W301, dos@louisville.edu, Phone: 502.852.5787.

Personal Counseling: Students with personal or family problems may receive personal counseling through the University of Louisville Counseling Center at 852-6585. I am not a professional in counseling, but I will try my best to help you if I can.

Requirements

- **Discussion Boards** – There are two activities that are required for the DBs.
 - You will be asked to find samples of print designs and post them to the discussion boards with a critique. In addition to your critique you will be asked to comment on two other postings by your classmates.
 - The PowerPoints for the class notes require input from you and your classmates. Please take time after viewing the PowerPoints to make comments on the designs shown in the notes discussion board.
- **Design Work** – During the final month of class you will be asked to replicate/enhance 3 types of designs. In order to complete this you will need to download the free version of InDesign. It is available online through a trial period on Adobe Creative Cloud. I will provide you with tutorials via screen shots and Tegrity. You are welcome to download the program earlier than mid-March, but be aware the trial version is only good for 30 days, after that time you will have to pay to use the program.
- **Final Project** – For the final project you will be expected to commit 5 hours of screen time creating three designs for a non-profit organization of your choice. There will be a log that you will need to complete about the time put in to create the designs. In addition to the log you will provide drafts of your work.
- **Participation** – your participation for this course will be seen through your weekly log ins, your participation on the discussion boards, the design work, and the final project.
- **Quizzes** – you will be required to take quizzes over the course of the semester via Blackboard. The quizzes will be available on Monday, same day as the notes. Please review the notes prior to taking the quizzes. The quizzes will only be available for the week. Please be sure that you log in and complete the quiz in the time allotted. Any technical issues must be reported to me immediately.

Extra Credit

- There are not many opportunities for extra credit in this class, please be sure that you complete your work on time.

Resources

- There is **NO** textbook for this course; please refer to the course pack. The powerpoint notes for the class are all accessible throughout the semester.

Classroom Rules and Policies and Professionalism

- **Late Assignments:** I don't accept late assignments Please submit your work on time.
- **Technology:** The only thing you need for this class is a computer, internet connection, and the free 30 day trial

download for InDesign, or one month purchase of Adobe Creative Cloud's Indesign software (**please wait to download it until the set date; if you already did, that's fine, please take advantage of the 30 day trial to learn the program by watching the tutorials**).

- **Plagiarism:** Work that is plagiarized is unacceptable. Plagiarism on any assignment will get you an automatic **0** on that assignment and failure of the course. It can get you expelled from school.
- **Disabilities:** Students with disabilities or who need special accommodations should notify the instructor at the beginning of the course. They should also contact the Disabilities Resource Center at 852-6938.
- **Academic Dean:** Their office provides a variety of support for students. You can contact them at Dean of Students Office, SAC W301, dos@louisville.edu, Phone: 502.852.5787.
- **Personal Counseling:** Students with personal or family problems may receive personal counseling through the University of Louisville Counseling Center at 852-6585. I am not a professional in counseling, but I will try my best to help you if I can.
- **Grading:** I use Blackboard for all my grading. Please keep up with the grades in this class and let me know ASAP if there is a problem with the grade input on BB and what you have on yours. BB has been known to change grades or not save input.
- **Changes:** Any necessary changes in the class schedule will be announced.
- **Respect:** Please respect your classmates as well as me. Be prepared and do your work on time. Not everyone has experience with design and for many this is their first attempt. The professionalism of your attitude is also very important in this class – especially towards criticism and suggestions for the improvement of your work. I reserve the right to adjust your grade up or down, based on your participation, preparation, enthusiasm, and attitude toward this class.
- **Be prepared:** Believe it or not the biggest reason students get low grades in this course is their lack of preparation for the quizzes. There are no surprises on the quizzes, they cover all the notes. Just take notes and pay attention.

Course Requirements

- | | |
|--------------------------------|--|
| • Quizzes | 190 - (8 @20 points each; 1 worth 30 points) |
| • Media Critique | 120 (4 @ 30 points each) |
| • Design Work | 150 (25 points per design; 25 points per design paper) |
| • Participation for Notes DB | 120 (6 @20 points each) |
| • Final Exam | 200 (cumulative of all quizzes) |
| • Business Project | 220 (details will be provided of breakdown) |
| • Total Possible Points | 1000 |

Grading Scale

- | | | |
|----------------|--------------|--------------|
| • A+ 970-1000+ | • B- 800-829 | • D 630-679 |
| • A 930-979 | • C+ 770-799 | • D- 600-629 |
| • A- 900-929 | • C 730-779 | • F 0-500 |
| • B+ 890-899 | • C- 700-729 | |
| • B 830-879 | • D+ 690-699 | |

Tentative Course Outline

Class Schedule:

May 31- June 4

Week 1 Introduction to the course, procedures, and schedules. Please take this time to review the syllabus and contact me with any questions. Also, please post to the Meet and Greet Discussion Board, History of the Printing Process, Basics of Design, Paper choices and Use of Colors

Assignments: **Monday, read the syllabus first. Then Download the PowerPoint, take the online quizzes for History of Printing Process, Basics of Design/Color and Paper**

June 5-11

Week 2

Design Challenges/Approaches; Knowing Your Client
Flyers

Assignments: **Monday download the PowerPoint, take the online quiz
Participate in both discussion boards for Flyers**

June 12-18

Week 3

Brochures
Internal Business documents: Business Cards, Letterhead, Envelopes, Invoices and Forms

Assignments: **Monday download the PowerPoint, take the online quizzes.
Participate in both discussion boards for Brochures.
Participate in the *Design From Notes* discussion board for Internal documents.**

June 19-25

Week 4

Newsletters

Assignments: **Monday download the PowerPoints, take the online quizzes
Participate in both discussion boards for Newsletters.**

June 26- July 2

Week 5

Advertising and Billboards
Logos

Assignments: **Monday download the PowerPoints, take the online quizzes.
Participate in both discussion boards for Print Advertisements.
Participate in discussion board for Logos.**

Week 6

July 3-9

Final Exam, log on anytime this week to complete the online exam.

*****If you have not already done so, please DOWNLOAD THE FREE TRIAL VERSION OF
Adobe Creative Cloud (or just Indesign) ON YOUR COMPUTER. If you already did this, please
go ahead and purchase it (you only need it for one month).**

July 10-16

Week 7 -8

Design Project: Flyer

Assignment: **Please see Blackboard for complete details on the Flyer Design Project.**

Design Project: Brochure

Assignment: **Please see Blackboard for complete details on the Brochure Design Project.**

July 17-23

Week 9

Design Project: Direct mail

Assignment: **Please see Blackboard for complete details on the Direct Mail Design Project.**

Begin work on Final Project –details on Blackboard

July 23 August 3

Week 9 -10

**Final Project Work – Begin work on your final projects in week 6, work due Wednesday
August 3rd at midnight.**

Things to note: All the notes, quizzes, and Discussion Boards are available all semester. There are deadlines to have the quizzes and DBs completed, but they can be completed any time prior to those deadlines. Week 7 and 8 you are required to download Adobe InDesign and duplicate/recreate/design three different print pieces. Week 9 you will work on the final print design, but you will also use that week to start work on the final project. I strongly suggest beginning work on the Final Project that week as you only have 3 days the following week to have it completed and submitted. The final project is due August 7th at midnight. Please don't put it off.

*This syllabus is tentative and can change at the discretion of the instructor. A copy can be found on Blackboard.