ART 231 Y: PUBLICATION DESIGN
2006-2007 SPRING TERM

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Objective

Adobe InDesign CS2 is a robust and easy-to-use design and layout program. Students will be provided the knowledge and ability to use this program in creating publication material—posters, brochures, books and magazines. Students will learn how to organize various levels of information, both written and visual, while they research, plan, design and edit real-world projects.

Skills you should develop from this class

Upon successful completion of this course, students will be able to:

• Analyze, prioritize and organize visual information
• Interpret typographic hierarchy on the printed page
• Dictate a logical flow of visual information
• Manage the InDesign environment
• Design document layouts
• Manage text
• Utilize colors, swatches, and gradients
• Manage transparency
• Utilize tables
• Prepare documents for handoff to commercial printers
• Create Acrobat PDF files for the Web and for print

Grading

40% - Projects
20% - Class Participation
20% - Quizzes
20% - Final Project

Dedication and growth determines your <u>success</u> in this course.

Class Structure

Absences:
Each student receives 1 unexcused absence (freebie!) per semester. Additional unexcused absences will result in a class participation grade loss of 10%.

Excused absences must be brought to our attention before class. Our personal phone numbers and emails have been provided, so please use them. Missing class due to illness requires a note from the Health Center.

Talk to Us:
You may make an appointment with us for any available time that we may have. We will make every effort to meet with you at your convenience.

Project Submission Guidelines:
All projects are due at the end of class (9:30pm) on the due date provided. Clients employ and depend on designers who are not only skilled, talented, flexible and good communicators, but who are reliable. All submissions should reflect the students' best efforts and show clear understanding and execution of skills. Project grades will be lowered 5 points for each day they are turned in late.
On time is on time. Late is late.

Class Schedule

The pace and class schedule of the class will be determined by the professors. Our goal for the class is to cover all of the skills mentioned above in this document. We will cover the class schedules more in depth as the course and your skills progress. If at any time you have questions regarding class schedule or materials to be covered, please come see us.

Books

REQUIRED: Adobe InDesign CS2 Hands-On Training with Exercise and Demo Movies CD