

GCOM 1813 | Introduction to Digital Publishing
School of Media & Journalism

Coordinator: Terrance Armstard

Meeting Day/Time/Place: TBD

Office: Ed/Com Building, Room 358

Office Hours: MW 9-10 | TT 11-12 Noon

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Notice Concerning the Possibility of Interruption of Instruction Due to Emergency:

While it is the goal of Arkansas State University to offer face-to-face classes for its on-campus programs, the university recognizes that in the event of emergency it may become necessary to shift courses into hybrid or online delivery modes. The recent experience of the COVID-19 pandemic made this necessary; however, the same need to shift could be the product of other natural or civil disasters, and could be for short or extended periods of time. To prepare, this means nearly every course offered will have a component where high-speed, reliable internet access is essential to course success. Other technology such as web cameras or specific software may be required by instructors to facilitate remote instruction (please consult the A-State Internet and Technical Services website for more details). Students are strongly encouraged to secure broadband access they can use for the semester either on or off campus. In the event of the need to change the mode of instruction, A-State will endeavor to keep as many on-campus facilities and support areas open as possible dependent on the circumstances of the emergency.

Please remember, all official notifications are made through your official A-State email account, the university website, and Blackboard Learn. You are responsible for checking your university email to ensure you receive the latest updates regarding this course.

Textbook(s) and Materials

Required texts: Wood, A. B. (7th Edition). The Graphic Designer's Digital Toolkit

Recommended texts: None

Additional: A flash drive is strongly suggested (minimum of 1GB)

Catalog Course Description: An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs.

Purpose and Goals/Learning Outcomes

The creative media degree program in the School of Media and Journalism adheres to the Arkansas State University learning outcomes:

- Creative and Critical Thinking
 - Students will demonstrate the creative and critical thinking skills needed to evaluate relevant information and/or ideas, formulate innovative strategies, and solve problems.

- Communication
 - Students will communicate effectively in social, academic, and professional contexts using a variety of means, including written, oral, numeric/quantitative, graphic, and/or visual modes as appropriate to topic,

audience, and discipline.

- Social and Civic Responsibility

- Students will understand the impact and consequences of their actions upon themselves and others, as well as their roles as citizens of a free democratic society.

- Diversity and Globalization

- Students will be able to live and work effectively with others as an engaged member of a diverse and global society

The creative media degree program prepares students to be aware of, to understand, and to apply the following program learning outcomes:

- Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

- Students will embrace free expression to adapt media messages to diverse and global audiences.

- Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.

- Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.

This course will strive to achieve the following specific four unit goals and outcomes:

- Goal: Students will develop as awareness of digital publishing terminology and techniques
Outcome: Students will demonstrate proficiency through several assessments (tests) and Projects

- Goal: Students will execute operations within the Adobe Photoshop, Illustrator and InDesign software
Outcome: students will create digital publishing products for their portfolios and Distribution

- Goal: Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and correctness;
Outcome: Students will demonstrate an ability to critically evaluate his/her own work and after effectively generate and save files in proper formats

Course Objectives

After successful completion of the course, students will be able to:

- Identify key terms and concepts used in digital publication
- Demonstrate proficiency in the usage of Adobe Photoshop, Illustrator and InDesign cc
- Curate 10 digital publication production examples for their portfolios

Course Requirements

Exam – You will have no more than two written exams in this course, which will cover the contents of the lectures and past projects but you will have **weekly quiz**.

Final project – You will create a portfolio, which includes all projects you have completed and revised for this course. You will also design a cover for the portfolio using pictures, text and other visual elements learned in class.

Website – You will create a website with the help of WIX to display your projects

Policies

Disability Support Services Statement: Students with disabilities that affect their ability to fully participate in the course should contact Disability Support Services as soon as possible in order to make the necessary accommodations to facilitate your experience in this course. Below is their contact information:

Access & Accommodation Services

<http://www.astate.edu/a/disability/faculty-resources/>

P.O. Box 360
State University, AR 72467
Telephone: 870.972.3964
Fax: 870.972.3351
DServices@astate.edu

Inclement Weather Policy: Information on campus closure can be found on the A-State web page, KASU, and local radio and television stations. If inclement weather prevents you from coming to campus and campus is not closed, please email me or call me at (870) 972-3114.

Attendance: It is the policy of the university that students in freshmen and sophomore level courses--those numbered 1000 or 2000--can miss during the semester no more than twice the number of classes that would be scheduled in a normal week. That means that you are allowed to miss four (6) classes for any reason without penalty. There are NO OTHER EXCUSED ABSENCES! Once you have taken all four of your excused absences, you will lose points for each additional absence. If you are going on a trip with another class or sports team, you must plan on using one of the four absences allowed. It is strongly recommended that excused absences be saved for emergencies and illness. Regardless of the reason for your absence, it is your responsibility to get notes and meet assignment and project deadlines.
<http://www.astate.edu/a/student-conduct/student-standards/handbook-home.dot>

Academic Misconduct Policy: Plagiarism (the act of taking and/or using the ideas, work, and/or writings of another person as one's own) is a serious offense against academic integrity, which could result in failure for the paper or assignment, failure for the course, and/or expulsion from Arkansas State University. Plagiarism usually involves passing off the work, words, or ideas of others as your own without giving proper credit.

Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner. For further information, including specifics about what constitutes plagiarism or cheating, see A-State's Academic Integrity Policy at:

<http://www.astate.edu/a/studentconduct/studentstandards/handbook-home.dot>

Course Policies:

Cell Phone Use: Please be courteous to your classmates and instructor. Cell phones and other personal communication devices that beep must be turned off before class commences and kept in your bag NOT ON DESK. There are no exceptions to this rule. If you are seen texting, e-mailing or getting calls, you will receive a ZERO for assignments or tests on which you are working.

Computer Use: Students are not to alter computer settings, install software's or chat programs, setup e-mail services or change the desktop appearance.

Printers Use: You may have to wait a few moments for documents to print. If your document doesn't print, DON'T SEND IT AGAIN. Check 'printer options' to ensure you have the right printer and check the printer window to make sure there isn't some other problem, such as printer is out of paper – or you can ask for help.

Food & Drink: Do not bring food or drinks into the lab.

Makeup Work:

Late projects & assignments are not accepted. There is no such thing as a missed deadline in the real world. You miss deadlines you miss your job. You cannot make up in-class assignments or tests during a class period in which you had an unexcused absence. It is important to attend every class, part of your grades in this class will be determined by work completed during class. If you have an issue that will cause you to miss an assignment, please let me know at least 24 hours before deadline.

If students are absent because they are participating in extracurricular activities for which the university has given them an excused absence, discuss with the instructor in advance for an opportunity to make up their work without penalty.

Grading

Grades are EARNED in this class, NOT "GIVEN". Anticipated percentages and points for grading are as follows:

Tests: 40%

Final Portfolio: 30%

Projects: 30%

- Chapter 4 – (working with selection & channel) Sports Car Project: 100 Points
- Chapter 5 – (using layers) Kayak Advertisement Project: 100 Points
- Chapter 6 – (restoring & coloring) Soldier Project: 100 Points
- Unit Review 2 – (creating CD cover) Tunnel Project: 100 Points
- Chapter 7 – Checkerboard, Lighthouse, & Playing Cards Project: 100 points
- Chapter 8 – Cape Cod Lighthouses Map Project: 100 Points
- Chapter 9 – Sail Logo & Business Card Project: 100 Points
- Unit Review 3 – Guitar and Coffee Mug Project: 100 Points
- Chapter 11 – Coupon and Calendar Project: 100 Points
- Chapter 12 – Lobster multipage Newsletter Project: 100 Points
- Unit Review 4 – Tri-fold Brochure Project: 100 Points

Each assignment will be evaluated on:

1. Accuracy and completeness (were all direction followed)
2. Design complexity (how well parts are integrated into the whole)
3. Efficiency (effective use of design principles)
4. Craftsmanship and Aesthetic (evidence of care in physical preparation)
5. Creativity (original rather than trite or overused ideas)
6. Preliminary critiques (preparation for and participation in)

Grading Scale

- 90%-100% = A
- 80%-89% = B
- 70%-79% = C
- 60%-69% = D
- below 60% = F

Course Outline

Week 1:

- Course and lab Introduction
- Using a Macintosh computer
- Systems of Measurements

Week 2:

- Typography and Imagery
- *Chapter - 2: Designing for the client*

Week 3:

- Adobe Photoshop CC basics and tools
- *Chapter - 3: Adjusting images in Adobe Photoshop CC*
- **Test # 1 (week 1 & 2 material)**

Week 4:

- Photoshop CC continued
- Basic image corrections in Photoshop

Week 5:

- Photoshop CC selection & Channels tools
- *Chapter - 4: Replacing color & image*

Week 6:

- Photoshop CC layers & retouching
- *Chapter - 5: Creating a multicolor Ad*

Week 7: (Midterm)

- Review Photoshop CC tools & techniques
- *Chapter - 6: Coloring a B&W Photograph*
- **Test # 2 (Photoshop CC)**

Week 8:

Adobe Illustrator CC basics & tools

- *Chapter - 7: Creating an Electronic Checker*
- Board Game, light house, and cards

Week 9:

- Adobe Illustrator CC continued
- *Chapter - 8: Creating a Tourist Map*

Week 10:

- Adobe Illustrator CC continue
- *Chapter - 9: Creating a Logo*

Week 11: **SPRING BREAK**

Week 12:

- Adobe Illustrator CC continue
- Unit Review 3: Creating a Mug Logo

Week 13:

- Introduction of Adobe InDesign
- Adobe InDesign CC Basics & tools
- *Chapter - 11: Creating a Coupon AD and calendar*

Week 14:

- Adobe InDesign CC continued
- *Chapter - 12: Creating a Newsletter*

Week 15:

- InDesign and Photoshop continued
- Project: Creating a Tri-fold Brochure and Interactive PDF form

Week 16:

- Adobe InDesign CC
- Final Portfolio preparation
- **Final Exam: May 1-7TH**