

## **GCOM 3673-001 1096 • Desktop Publishing & Publication Design Spring 2022**

### **Course Information**

**Instructor:** Terrance Armstard

**Meeting Day/Time/Place:** Wednesdays | 5:30 pm - 8:20 pm | Ed/Com Room 231

**Office Hours:** MW {9 – 10 am} | TT {11am-12 Noon} | Fridays {By Appointment Only}

**Office:** Ed/Com Building Room 358

**Office phone:** (870) 972-3212

**Email:** [tarmstard@astate.edu](mailto:tarmstard@astate.edu)

***Note: Syllabus subject to change with or without notice.***

### **Textbooks**

- “The Non-designer’s Design Book” by Robin Williams (4<sup>th</sup> Edition)  
**ISBN-13:** 9780133966152    **ISBN-10:** 0133966151
- Adobe InDesign CC (2022 Release) Classroom In A Book, by – Adobe Press  
**ISBN-13:** 978-0135262153    **ISBN-10:** 0135262151

### **Catalog Course Description**

Tools and principles of electronic publishing and publication design are reviewed using desktop publishing software programs and Macintosh computers.

### **Purpose and Goals/Learning Outcomes**

Degree program in Digital Innovations prepares students to be aware of, to understand, and to apply the following program 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

**This course** will strive to achieve the following specific two-unit goals and outcomes:

- **Goal:** Students will develop an awareness of elements and principles of design terminology and page layout techniques  
**Outcome:** Students will demonstrate proficiency through several assessments (tests) and projects
- **Goal:** Students will execute operations mainly within the Adobe InDesign, and also within Illustrator and Photoshop software  
**Outcome:** students will create finished products for their portfolio by properly using programs like Adobe PhotoShop CC, along with proper file formats

## Course Objectives

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

- Identify key terms and concepts used in digital publication and design
- Demonstrate proficiency in the usage of Adobe InDesign, Illustrator and Photoshop cc
- Curate 5 digital publication production examples for their portfolios

## Course Requirements

**iMac, Macbook Pro or equivalent and Adobe CC program**

**Exam** -- You will have exams every week in this course, which will cover the contents of the book, lectures (power points) and completed projects.

**Final projects** – Students will create a portfolio, which includes the improved version of the projects they have already completed during this course based on a provided list. Students will also load their final portfolio on a website created by them with Wix and send a link to instructor.

## 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/online/>

P.O. Box 360

State University, AR 72467

Telephone: 870.972.3964

Fax: 870.972.3351

[DServices@astate.edu](mailto:DServices@astate.edu)

**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/student-conduct/student-standards/handbook-home.dot>

**BioSig Statement:** Arkansas State University is required by federal law and regional accreditors to confirm the identity of all students who take online courses. Authenticating students' identities throughout their coursework ensures the academic integrity of the institution while also preserving the quality of the online degree you earn. To meet the requirements of federal law and regional accreditation, Arkansas State University requires online students to authenticate their identity through BioSig ID.

BioSig ID requires that you create a biometric password with a mouse, stylus, or your finger on a variety of computers and devices. Your biometric password cannot be replicated by someone else. You will be required to authenticate your identity with BioSig ID prior to completing quizzes and exams as well as periodically throughout each course. All authentications take place within Blackboard. Please see the Create BioSig ID folder in Blackboard for further details.

**Elastic Clause:** This syllabus is meant as a rough outline for the course, and as such, may be modified at any time at the instructor's discretion.

**Late Work Policy:** Deadlines are very important to your future clients.

- Students are strongly encouraged not to miss exams or be late with assignments.
- Assignments are due at the posted date and time. Assignments may be submitted late for a reduction in grade up to 48 hours after the posted date and time. After

48 hours, the assignment will receive a zero (0).

- No exam may be made up unless the instructor is informed before the examination period.
- No exam may be made up unless an acceptable reason (illness, accident, family emergency) is established before the due date/time.

**E-mail Response:** Instructor will respond to emails within 24-48 hours and that feedback of graded assignment will be provided within 7 business days of the due date.

## Grading

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

### Projects: 20%

Project # 1 – Post Card:	100 Points
Project # 2 – Flyer:	100 Points
Project # 3 – Identity Package Design:	100 Points
Project # 4 – Magazine Spread:	100 points
Project # 5 – Newsletter:	100 Points

### Tests: 50%

Test #01: 50 Points
Test #02: 70 Points
Test #03: 50 Points
Test #04: 50 Points
Test #05: 90 Points
Test #06: 70 Points
Test #07: 100 Points

### Final Portfolio: 30%

Final portfolio includes: all the five (improved version) of the projects, students have already completed during this course. Students will also load their final portfolio on a website created by them with WIX and send the links to the instructor.

## GRADING SCALE

Grades are NOT given in this class; they are earned!

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

This scale will be used for all assignments. There will be NO EXTRA CREDIT GIVEN!

## Course Outline

- Week 1 & 2:
- 1.1 Course Introduction and Orientation
  - 1.2 Contact and Discussion Board Overview
  - 1.3 Systems of Measurement
- 2.1 Typography and Type Relationships (Textbook Lesson 9-12)**
- 2.2 Computer Hardware and Software programs in DTP**
- 2.3 Test #1**
- Week 3 & 4:
- 3.1 Introduction of InDesign CC
  - 3.2 Adobe Classroom in a Book Lessons
    - 3.2a Lesson 1 – Introducing the Workspace
    - 3.2b Lesson 2 – Getting to Know the Work Area
    - 3.3c Lesson 3 – Setting up a Document and Working with Pages
- 4.1 Elements of Design**
- 4.1 Test #2**
- 4.1 Project #1 (Postcard)**  
**(Turn in postcard project for grading)**
- Week 5 & 6:
- 5.1 Textbook (Lesson 1-6) Principles of Design
  - 5.2 Adobe Classroom in a Book Lessons
    - 5.2a Lesson 4 – Working with Objects
    - 5.2b Lesson 5 – Flowing Text
    - 5.2c Lesson 6 – Editing Text
- 6.1 Project# 2 (Flyer)**
- 6.2 Test #3**
- (Turn in Magazine Cover project for grading)**

- Week 7 & 8: 7.1 Textbook Lesson 7 – Design with Color  
7.2 Adobe Classroom in a Book Lessons
- 7.2a Lesson 7 – Working with Typography
  - 7.2b Lesson 8 – Working with Color
  - 7.2c Lesson 9 – Working with Styles
- 8.1 Project# 3 (Identity Package)**  
**8.2 Test #4**  
**(Turn in Identity Package project for grading)**
- Week 9 & 10: 9.1 Focal Point  
9.2 Adobe Classroom in a Book Lessons
- 9.2a Lesson 10 – Importing and Modifying Graphics
  - 9.2b Lesson 11 – Creating Tables
  - 9.2c Lesson 12 – Working with Transparency
- 10.1 Project# 4 (Magazine Spread)**  
**10.2 Test #5**  
**(Turn in Magazine Spread project for grading)**
- Week 11 & 12: 11.1 Adobe Classroom in a Book Lessons
- 11.1a Lesson 13 – Printing and Exporting
  - 11.1b Lesson 14 – Creating PDF files
- 12.1 Project# 5 (Newsletter)**  
**12.2 Test #6**  
**(Turn in Newsletter project for grading)**
- Week 13 & 14: 13.1 Final Portfolio
- 14.2 Final Test #7**  
**(Turn in Final Portfolio in the form of web link for grading)**

## CALENDAR of EVENTS

### DATES TO REMEMBER

- Regular Classes Begin | Jan. 11<sup>th</sup> (Tu)
- MLK Day Observed | Jan. 17<sup>th</sup> (M)
- **Mid-Semester Examinations | Feb. 22-28<sup>th</sup> (Tu-M)**
- **Spring Break | Mar 21-25<sup>th</sup> (M-F)**
- **Last Day to Drop a Course or Withdraw from the University | April 15<sup>th</sup> (F)**
- Last Day of Class | April 28<sup>th</sup> (Th)
- Study Day | Apr 29<sup>th</sup> (F)
- **Final Examinations | May 2-6 (M-F)**
- University Final Examination Make-Up Day (if necessary) | May 7<sup>th</sup> (Saturday)
- Grades Due | May 10<sup>th</sup> (Tu)

### Tentative Class Schedule

WEEK	DATE (Sun-Sat)	ASSIGNMENT/TEST DUE DATE
1	Jan. 9 <sup>th</sup> - 15 <sup>th</sup> <i>Note: Classes begin Tuesday, Jan.11<sup>th</sup></i>	
2	Jan. 16 <sup>th</sup> - 22 <sup>nd</sup> <i>{Note: MLK Day   No Class Monday, Jan. 17<sup>th</sup>}</i>	<b>Test #1</b>
3	Jan. 23 <sup>rd</sup> - 29 <sup>th</sup>	
4	Jan. 30 <sup>th</sup> - Feb. 5 <sup>th</sup>	<b>Test #2</b> <b>Project #1 (Postcard)</b>

5	Feb. 6 <sup>th</sup> - 12 <sup>th</sup>	
6	Feb. 13 <sup>th</sup> - 19 <sup>th</sup>	<b>Test #3</b> <b>Project #2 (Flyer)</b>
7	Feb. 20 <sup>th</sup> - 26 <sup>th</sup> <i>{Note: Midterm Exams begin Feb. 22<sup>nd</sup> -28<sup>th</sup>}</i>	
8	Feb. 27 <sup>th</sup> - Mar. 5 <sup>th</sup> <i>{Note: Midterm Exams end Oct. 12<sup>th</sup>}</i>	<b>Test #4</b> <b>Project #3 (Identity Package)</b>
9	Mar. 6 <sup>th</sup> - 12 <sup>th</sup>	
10	Mar. 13 <sup>th</sup> - 19 <sup>th</sup>	<b>Test #5</b> <b>Project #4 (Magazine Spread)</b>
11	Mar. 20 <sup>th</sup> - 26 <sup>th</sup>	<b>SPRING BREAK WEEK</b>
12	Mar. 27 <sup>th</sup> - Apr. 2 <sup>nd</sup>	<b>Test #6</b> <b>Project #5 (Newsletter)</b>
13	Apr. 3 <sup>rd</sup> - 9 <sup>th</sup>	<b>{Portfolio Presentation}</b>
14	Apr. 10 <sup>th</sup> - 16 <sup>th</sup>	<b>{Portfolio Presentation}</b>
15	Apr. 17 <sup>th</sup> - 23 <sup>rd</sup>	<b>Final Portfolio</b> <b>Turn in Final Portfolio in the form of web link for grading.</b>



16	Apr. 24 <sup>th</sup> - 30 <sup>th</sup> <i>{Note: Last Day of Class Thursday, April 28<sup>th</sup>}</i>	<b>Final Portfolio</b> Turn in Final Portfolio in the form of web link for grading.
17	May 1 <sup>st</sup> - 7 <sup>th</sup> <i>{Note: Final Exams All Week!}</i>	<b>Final Test #7</b>

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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.**