

**MCM 282**  
**Desktop Publishing**  
**Three Credits**  
**Fall 2007**

Dr. Wanda Reyes

Office: Dan Rather Building, Room 116

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### **Course Information**

Location: LDB 203

Meeting times: Tuesdays and Thursdays from 3:30 PM to 4:50 PM

### **Course Description**

This course introduces students to the principles of design applicable to publications created using desktop publishing software and technology. Special attention is given to design principles, typography, layout and production techniques.

### **Course Objectives**

MCM 282 is a basic course. After completing it, students should have:

- Learned fundamental principles of graphic design and developed creative capacities by designing different layouts
- Acquired a working knowledge of InDesign
- Created a portfolio

To achieve these goals, the class will employ a combination of lectures, class discussions, and visual presentations.

### **Required Material**

Evans, P. (2001). Exploring Publication Design. Australia: Thomson Delmar Learning.

Students need the following:

- A binder and clear sheet protectors to create a portfolio
- Computer account to be able to use computers in the computer lab

- A notebook to take notes
- SHSU e-mail account
- CD or USB Flash Drive to save InDesign files

Student understanding of the material will be assessed by one exam using multiple choice and essay question format, assignments, and portfolio. There will be no extra credit assignments. You will find assignment descriptions and evaluation criteria on Blackboard.

## Grades

Exam 1	30%
Portfolio	30%
Assignments	20%
Class participation and attendance	20% (See Attendance Policy)

- Computer monitors **MUST** be **turned off** unless you are asked to work on the computer.
- E-mailing, chatting, and browsing the Web is not allowed in class. Points will be marked off your participation grade if you fail to follow instructions.
- Make-up exam will only be offered under emergency circumstances. The make-up exam will be on essay format. You should bring a documented excuse to be approved by the instructor. A doctor's appointment during class time is not an acceptable excuse if your absence is not required for the entire day.
- When you are absent, you are responsible for the material discussed in class. *Contact a classmate to catch up on the material.* You must find out about assignments and begin working on new layouts before returning to class.
- Beepers, cell phones, *bluetooth headsets*, and *iPods* may not be brought into class. If any electronic device interrupts class, *a letter grade will be marked off your participation grade.*
- You may not read other material/newspaper/magazines and/or work on material for other classes during class time.
- Assignments - If you think you might get sick, or have a family member be sick, or might have a car problem, or might have forgetfulness, or might be in court, or might have to see the dentist or any physician, or might have printer problems, or might have an electrical storm destroy the contents of your hard drive with your assignment on it, or might have to take care of your pet, or might have to baby-sit, or might have to go to work when the assignment is due, then *turn it in early.* I will take assignments and portfolio anytime before the deadlines. Late assignments *will not* be accepted unless you bring a documented excuse to be approved the instructor. Assignments sent via e-mail *will not* be accepted under any circumstance.
- I might contact students via e-mail. Therefore, you all need an e-mail account. I will reply to e-mails from students at my earliest convenience. *E-mails received on weekends or after 6:00 PM on weekdays will be answered on the next business day.* In addition, when e-mailing me, make sure you type your name, as I will not answer e-mails that do not identify the sender.

- At the end of the semester you will create a portfolio using the publications you designed in class. Throughout the semester you will get feedback the first time you turn in a design. Then, you have to make corrections and include both designs (the first one you turned in and the one with corrections) in your portfolio. *Points will be marked off your grade if you fail to include all designs or if you do not make corrections.*

## **Grading Scale**

Grades are assigned on the following scale: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F

## **Attendance Policy**

You are expected to arrive to class on time and to have completed the readings. You are also expected to work on your designs during class time. If you are not able to finish your work in class, you have to work on it after class.

Three (3) absences will be allowed throughout the semester. After three absences five (5) points (per absence) will be marked off your participation grade. You must provide valid documentation explaining why you missed class to be approved by the instructor. *Tardiness or leaving early will count as an absence.* When you are absent, you are responsible for the work assigned for the next class. Contact a classmate to catch up on the material before returning to class. When using InDesign, at the end of class, you must turn in a copy of the work done that day.

## **Religious Observance**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

## **Academic Dishonesty Policy**

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will get a zero. In addition, an incident report form will be filled out at the Dean of Students office.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic

dishonesty including, but not limited to, cheating and plagiarism. For more information on this topic, please go to <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Plagiarism: Plagiarized work will not be accepted. Plagiarism occurs when one person claims credit for another person's work.

### **Q-Drop policy**

A Q-Drop is a drop made after the last date for tuition refunds (12<sup>th</sup> class day for fall/spring; 4<sup>th</sup> class day for the summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar. Students will be allowed no more than five Q-Drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-Drop date will not count toward the limit. Students who have used their limit of five Q-Drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, students will be required to remain in the class. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-Drop limit, nor will Q-Drops from other universities.

### **Americans with Disabilities Act**

Students with disabilities covered by the Americans with disabilities Act should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

### **Visitors in the Classroom**

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

### **Instructor Evaluations**

Towards the end of the semester you will be asked to complete a course/instructor evaluation form.

**Tentative Schedule - We may alter the schedule during the semester to accommodate needed changes.**

August 21	Introduction	
August 23	Publication Design Within a Historical Context The Principles and Elements of Publication Design	Read pages 2 – 19/ 20 – 28
August 28	Principles of Graphic Design	Read pages 29 - 45

August 30	Understanding Type	Read pages 75 – 89
September 4	Imagery & Cropping images	Read pages 121 – 138
September 6	Page Layout	Read pages 94 – 117
September 11	Using Color Effectively	Read pages 50 - 70
September 13	Flyer	
September 18	Flyer	
September 20	Flyer	
September 25	Flyer	
September 27	Flyer Assignment due 20 points	
October 2	Advertisements	
October 4	Advertisements	
October 2	Advertisements	
October 9	Advertisements	
October 11	Advertisements	
October 16	<b>Exam</b>	
October 18	To be announced	
October 23	To be announced	
October 25	To be announced	
October 30	Brochure	
November 1	Brochure	
November 6	Brochure	
November 8	Brochure	
November 13	Brochure	

November 15 Newsletter

November 20 Newsletter

November 22 Thanks Giving Holiday

November 27 Newsletter

November 29 Newsletter

December 4 Work on portfolio

December 6 Turn in portfolio at the end of class