

MCM 282.01

Course number: MCM 282.01

Course title: Desktop Publishing

Credit hours: 3

Semester/year: Fall 2007

Class times: TT 2 - 3:30 p.m.

Classroom: CJC A111

Instructor: Ruth Massingill

Office: CJ CL29

Office hours: Wed: 10-12 a.m. TT: 10-11 a.m.; others by appointment.

Office phone: 936-294-1494

Email: rmassingill@shsu.edu

NOTE: Although I monitor email regularly, do not send email over the weekend or an hour or two before class and assume I will see it before class convenes. Do NOT send any assignments via email unless expressly instructed to do so.

Text & Materials Required

TEXTS (Required)

Exploring Publication Design by Evans

InDesign reference manual

OTHER MATERIALS

You may wish to purchase a PC-compatible back-up storage device.

Description & Objectives

COURSE DESCRIPTION

This course provides an introduction to desktop publishing programs that will be used in writing, advertising, PR and production courses. Students will learn of the publishing possibilities offered by DTP technology in the areas of word processing, graphics and page layout. Basic principles of format design, typography and layout will be taught. Production techniques will be included as well.

This is a combination lecture and lab course, with considerable hands-on production and critiquing.

OBJECTIVES

The objectives of this course are threefold: 1) to provide a context for DTP (history of publishing, how computers fit into this history, computer terms and technical information, how the printing process works, etc); 2) to provide an introduction to the use of both computer hardware and software needed in the hands-on production of publications (This includes Internet and e-mail, word processing and page layout programs.); and 3) to provide the production basics such as type considerations, layout styles, use of white space and beginning copywriting skills needed for more advanced journalism courses. Other practical considerations such as use of illustrations, photo and caption choices, and types of printing will also be introduced.

Course Requirements

GRADING:

Your course grade will be based on a 500-point scale, which will include computer exercises and projects, quizzes and a final.

5 Computer Exercises @ 25 pts each (25%) Max points: 125

You will complete exercises dealing with Internet research, word processing, graphics and desktop design. At least part of these exercises will be completed during class time, although some open lab hours will be available. You may turn in one exercise up to one class session late with a late ticket. Other late work will not be accepted, even for reduced credit.

2 Projects @ 60 pts each (24%) Max points: 120

Building on the skills developed in the computer exercises, you will produce two comprehensive projects. You may turn in one project up to one class session late with a late ticket. Other late work will not be accepted, even for reduced credit.

5 Quizzes @ 20 pts each (20%) Max points: 100

Quizzes will be announced in advance and will be taken online. These cannot be made up. Anyone arriving after roll has been called and the quiz has begun will not be able to take that quiz. Students will NOT be allowed to make up a quiz except in cases of computer/electricity failure or with approval from instructor prior to quiz date.

NOTE: An optional extra credit quiz will be worth up to 10 additional points.

Class participation/Clip file (8%) Max points: 40

You will be assigned to a group that will compile a clip file over the course of the

semester, adding to it on a weekly basis. The examples included in the clip file will illustrate the concepts discussed in class; your group may be called on to present your samples and explain them to the class.

Final: "Super quiz" & final project (23%) Max points: 115

The final will have two parts: 1) a summary quiz, drawing from reading, lecture and class demonstrations (40 pts), and 2) a brochure product that features your best work and demonstrates what you have learned in the semester. You will present your brochure during the final time period. (brochure project: 75 pts)

NOTE: Specific descriptions of all assignments can be found on the Blackboard class page, where grades will also be posted. Blackboard will give you a grade percentage - This is not correct! Please ignore the stated number and follow the grade scale below.

Ultimately, letter grades must be assigned to evaluations of course work. Under the definitions established by Sam Houston State University, students who receive the following letter grades are considered to have reached the level of attainment defining that letter. Thus, letter grades received for journalism courses may be interpreted this way:

A= Excellent

B= Well above average

C= Average

D= Barely passing

F= Failure

Grading throughout the semester; however, is conducted on a point scale. The combined value of all assignments is 500 points. Points are added or subtracted from that according to standards described in this syllabus. In this class you will accumulate points toward a final grade. There will be no percentage weighting of assignments. The grade in the course will be determined using the following scale:

500 - 450 pts = A

449 - 400 pts = B

399 - 350 pts = C

349 - 300 pts = D

less than 300 = F

All grades will be posted on the Blackboard Class page and may be accessed by the student at any point during the semester. A final class grade will not be released over the phone or internet. However, students may determine their final class grades by comparing the totals to the scale above.

Students who cannot complete the course requirements due to illness or any other unforeseen issue may apply for an X in the course. To apply for the incomplete, the student must submit in writing to the instructor a documented explanation. The request will be submitted to the dean of COAS for a final decision.

ATTENDANCE:

A commitment of your time to this course is essential. Regular attendance is expected and will be necessary for successful completion of the course. You are responsible for any assignment made during class in your presence or absence. Save your late approvals for when you are ill or have an emergency (or for when the computers are cranky). Otherwise, NO late work will be accepted and you will lose the points allotted for that assignment. It will not be possible to make up missed class sessions. Deadline, for class purposes, is the minute the class begins the day work is due, unless otherwise designated. Do not come late to class. Follow professional procedures as you would for a job. Punctuality is essential; class attendance is expected and will be noted. After two (2) absences/tardies, 5 points will be deducted for each absence; 5 bonus points will be given at the end of the semester to those having no more than one (1) absence/tardy

Attendance will only be taken once during the class and there will be no changes of any type made once taken. If you are late and roll has been taken, you are absent unless you provide a letter to the instructor verifying that you were in class.

Students attending SHSU co-curricular activities will not be penalized for absences. Appropriate documentation should be presented to the instructor prior to the absence.

TIME REQUIREMENTS:

This class meets for three hours each week. You will also be assigned out-of-class readings, and you probably will need to work on your projects during scheduled open lab times. You should expect to allow at least two out-of-class hours of preparation for every hour you spend in class.

EQUIPMENT:

PC computers and DTP software will be provided in this lab for all assignments given. You may use other computers, but software may not be compatible. Please do NOT use substitute software! Lab hours will be posted. You can store your work on both the server in the lab and the university server, but you may also wish to purchase a portable storage device for your work.

Classroom Policies

ACADEMIC HONESTY

Ethics are the cornerstone of responsible journalism. Honesty is expected--and demanded--of all students. Violations of professional ethical standards have led to an automatic "F" in the course. All work in this class must be original work. No work that a student has already published or is in the process of publishing is considered original work. No work a student has used to meet requirements in a previous class is considered original work.

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 be subject to disciplinary action. Furthermore, the University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work that is to be submitted, plagiarism, collusion and the abuse of resource materials.

Students found guilty of dishonest behavior in this class will be asked to leave the class and will be given the grade of F for the entire course.

PROPER CLASSROOM DEMEANOR OR CONDUCT

According to the Student Handbook, "Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among themselves at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class, or being reported to the Dean of Students for disciplinary action in accordance with university policy."

FREEDOM OF SPEECH

The students' right to speak on the topics of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates.

STUDENTS WITH DISABILITIES

It is the policy of Sam Houston State University that no otherwise qualified

disabled individual shall, solely by reason of his/her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discriminations under any academic, Student Life program or activity. Students with disabilities may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the director of the Counseling Center, located in the annex of the Lee Drain Building across the sidewalk from Farrington Building, or by calling 936-294-1702. Accommodations for disabled students are decided based upon documentation and need on a case-by-case basis by the Counseling Center.

RELIGIOUS HOLIDAYS

University policy states that a student who is absent from class for the observance of a religious holy day must take the examination or complete any assignment scheduled for that day within a reasonable time after the absence. The student, not later than the 15th calendar day after the first day of the semester, or the 7th calendar day after the first day of a summer session, must notify the instructor of each scheduled class that he/she would be absent for a religious holy day (Faculty Handbook, 1.02-2.).

VISITORS IN THE CLASSROOM

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in 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.

FACULTY EVALUATIONS

Students will be asked to complete a course/instructor evaluation toward the end of the semester, using the IDEA system.

Q-DROPS

A Q-drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for 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 refused to grant permission to drop a class, a student will be required to remain in the class.

Web Links

[About DTP](#)

Here's a fun quiz to try. Also, subscribe to this useful newsletter!

MCM 282 Tentative Course Schedule

WEEK 1 (Aug 20)

Unit I

Module 1: Class overview

Module 2: Introduction to DTP

Module 3: Introduction to lab

Module 4: Introduction to email

Module 5: Introduction to Internet research

Exercise #1 (email, internet research)

WEEK 2 (Aug 27) & WEEK 3 (Sept 3)

Quiz #1 (Modules 2-5)

Unit II

Module 6: Introduction to design

Clip File Group assignments

CLIP #1

READ: Chap 1-2 in Pub Design

Module 7: Introduction to word processing

Exercise #2 (Design basics, Microsoft Word)

WEEK 4 (Sept 10)

Module 8: Introduction to typography

READ: Chap 4 in Pub Design

Module 9:

Project 1 (Applying design and type principles)

WEEK 5 (Sept 17)

Quiz #2 (Modules 6-9)

CLIP #2

Project 1 lab

READ: Chap 5 in Pub Design

WEEK 6 (Sept 24)

Unit III

Module 10: Integration of text and art
Exercise #3
CLIP #3

WEEK 7 (Oct 1)
Module 11:
Graphic design and clip art
Exercise #4
CLIP #4
READ: Chap 3 in Pub Design

WEEK 8 (Oct 8) WEEK 9 (Oct 15)
Extra credit quiz (Modules 10 & 11)

Unit IV
Module 12:
Photography and captions
CLIP #5
READ: Chap 6 in Pub Design

Module 13: Scanning art and photos
Exercise #5

WEEK 10 (Oct 22) & WEEK 11 (Oct 29)
Quiz #3 (Modules 12 & 13, InDesign)

Unit V
Module 14: Newsletters
CLIP #6
Module 15:
Project 2
READ: Chap 8 in Pub Design

WEEK 12 (Nov 5)
Quiz #4 (Modules 14 & 15)

Unit VI
Module 16: Brochures
Module 17: Printing
CLIP #7
Assign final project (brochure)
READ: Chap 7 in Pub Design

WEEK 13 (Nov 12) & WEEK 14 (Nov 19)
Quiz #5 (Modules 16 & 17)
Brochure production and critique
Super Quiz Review

Thanksgiving Holidays: Nov. 21-23)

WEEK 15 (Nov 26) & WEEK 16 (Dec 3)
Wrap up assignments
(Clip file due)
Presentation of brochures
Super Quiz
READ: Chap 9 in Pub Design

WEEK 17 (Dec 10)
Scheduled final

NOTE: All projects and exercises should be in B&W; no color copies should be turned in.

NOTE #2: Assignment sheets must be submitted with ALL assignments (except Exercise 1) or two (2) points will be deducted from the grade for that assignment.

NOTE: #3: Attendance at the final will be required; final projects will be presented to class at this time.