

Syllabus

GENERAL INFORMATION

Course number: MCM 282.03

Course title: Desktop Publishing

Credit hours: 3

Semester/year: Spring 2008

Class times: TT 11 - 12:20 p.m.

Classroom: LDB 203

Instructor: Ruth Massingill

Office: CJ CL29

Office hours: M: 1-2 p.m. W: 3:30-5 p.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. Unless instructed otherwise, you should submit all assignments as hard copies.

TEXT & MATERIALS REQUIRED

TEXTS

Exploring Publication Design by Evans
InDesign reference manual

OTHER MATERIALS (optional)

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.

Teaching methods combine lecture and discussion with considerable hands-on production and critiquing.

OBJECTIVES

The objectives of this course are threefold:

- 1) To gain factual knowledge that provides 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 develop specific skills needed by professionals who use computer hardware and software in the hands-on production of publications (This includes using Internet graphics and other resources as well as word processing and page layout programs.);
- 3) To develop creative capacities based on skillful use of typefaces and illustrations, layout, use of white space and copywriting.

CLASSROOM POLICIES

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.

FORMAT FOR ASSIGNMENTS

When an outside assignment requires written material, that material must be typed, double-spaced, on one side of the paper. Hand-written assignments will not be accepted. Email assignments will NOT be accepted without prior agreement.

QUIZZES, CLASS PARTICIPATION

You will be quizzed over reading material assigned as well as classroom discussion. (You will need to purchase the book.) No make-up quizzes are given. For a university-sanctioned absence, you may take a quiz early.

Class participation is part of your grade in this class. Students are expected to be present, to have completed the readings and to contribute during class discussion. In addition, participation points can be affected by the following:

- Beepers, ipods, cell phones and other electronic communication devices may not be brought into class. Anyone using any of these devices will be asked to leave the class.
- You may not read other material/newspapers/magazines and/or work on material for other classes during this class. If the classroom has computer stations, you may NOT surf the Internet, read email or conduct other cyberspace business not related to the class. Anyone doing so will be asked to leave the class.
- All students are expected to be attentive during presentations by class members or the instructor. Failure to render this common courtesy will result in being asked to leave the class.

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)

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.

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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 CHSS for a final decision.

SHSU 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 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.

Plagiarized papers will not be accepted For the sake of clarity, plagiarism is defined below:

Plagiarism occurs when one person claims credit for another person's work. It is a form of intellectual dishonesty that is treated with great severity by professionals and by the university. Students are encouraged to review the university's policy on plagiarism.

Students should be certain they understand the meaning of plagiarism: a paper using quotes without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes. Conclusions that are not the student's, information that is not common knowledge, and specific facts must be attributed: tell who said it and cite or footnote it, even if this information is not a direct quote. Dates are important here, especially as on-line information is becoming more common.

Although quoted material is not plagiarized, a paper made up of a series of quotations is not a paper written by the student. Students should use quotes sparingly and for specific reasons, such as providing evidence to support a point. Not understanding the material is not an acceptable reason for using a quotation.

IMPORTANT: Students must also learn how to cite an author or work used/quoted by a second author.

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."

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 individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic

program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until the student registers with the Counseling Center.

RELIGIOUS HOLIDAYS

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.

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

Students are 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 the class, the student will be required to remain in the class.

The Q-drop limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit. Neither will Q-drops from other universities.

NOTE: A Q-drop is a drop made after the last day 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 a grade of 'F' - as published in the Academic Calendar.

Web Links

About DTP

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

MCM 282 Tentative Course Schedule

WEEK 1 (Jan 14)

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 (Jan 21) & WEEK 3 (Jan 28)

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 (Feb 4)

Module 8: Introduction to typography

READ: Chap 4 in Pub Design

Module 9:

Project 1 (Applying design and type principles)

WEEK 5 (Feb 5)

Quiz #2 (Modules 6-9)
CLIP #2
Project 1 lab
READ: Chap 5 in Pub Design

WEEK 6 (Feb 18)
Unit III
Module 10: Integration of text and art
Exercise #3
CLIP #3

WEEK 7 (Feb 25)
Module 11:
Graphic design and clip art
Exercise #4
CLIP #4
READ: Chap 3 in Pub Design

WEEK 8 (Mar 3) WEEK 9 (Mar 17)
(SPRING BREAK Mar10-14)
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 (Mar 24 & WEEK 11 (Mar 31)
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 (April 7)
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 (April 14) & WEEK 14 (April 21)

Quiz #5 (Modules 16 & 17)

Brochure production and critique

Super Quiz Review

WEEK 15 (April 28) & WEEK 16 (May 5)

Wrap up assignments

(Clip file due)

Presentation of brochures

Super Quiz

READ: Chap 9 in Pub Design

WEEK 17 (May 17)

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.