GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF FINE ARTS

AR 2260 ELECTRONIC PUBLISHING 1 3 (2-0-4) UT PENDING

Instructor: Edward Bader   Office: L112
Phone: 539-2013   Class Location: L123
Class Time: Tuesdays: 1:30 pm. - 4:30 p.m.
               Fridays: 9:00 a.m. - 12:00 noon

COURSE DESCRIPTION:

This course is an intermediate level studio course to prepare students for the growing field of electronic publishing. With the emergence of the desktop computer, many of the tools of the layout artist have become available in the standard word processors and desktop publishing software packages. The traditional skills associated with the publishing industry such as page layout design, typography and prepress work have now become valuable skills for all information related industries.

COURSE IN PERSPECTIVE:

AR 2260 is an introductory course to desktop publishing focusing on basic design and pre-press concepts.. The course will focus on the design principles as related to typography, publciation layout including the placement of text, images and use of colour as effective means of communication. This course will also examine the impact of the computer on the printer word. The application used for this course will be PageMaker and Adobe Photoshop.

COURSE OBJECTIVES:
. Students will:
1. develop a basic understanding of the elements of two dimensional design:
   line, shape, value colour, tone and volume.
2. examine and explore the use of text and imagery as a means of visual communication.
3. develop the basic computer skills and techniques applicable to page layout programs.
4. learn prepress skills and requirements.

CRITERIA FOR EVALUATION:
1. The level of creativity and craftsmanship demonstrated.
2. The degree of knowledge and understanding of the elements and principles of this particular
   studio discipline.
3. Portfolio presentations will be required throughout the duration of this course.
4. Overdue assignments will be penalized. Work must be completed within "7 days" of
   original deadline or failure to do so may constitue a "0" grade.
5. Professional Orientation as indicated by ehtusiasm, commitment, involvement and flexibility in
   collective and indiviual critiques.

ASSESSMENT AND GRADING:

Mid-term: 35% Grade based on assignments completed by **Wednesday, October 14, 1998.**
Final: 35% Grade based on a final portfolio by **Friday, December 4, 1998.**
Exams: 10% Grade based on a average of short quizzes throughout the term.

Sketchbook: 10% Students will be expected to keep a sketchbook where ideas and concepts will be developed before working digitally.

Involvement: 10% based on participation, critique contributions. In each case, the success with which a student has been able to meet the course objectives will be reflected in the submitted paintings. There is no final exam for this course.

NOTE:
More than 10% absenteeism may constitue a failure except for medical or extenuating circumstances in which a doctor's letter may be required. Lateness will be noted.

MATERIALS/SUPPLY LIST: Estimated costs approximately $60.00

SyQuest or Zip Cartridges. It is highly recommended that you make back up copies of your final work.
Sketchbook

REFERENCE TEXTS:

Design Fundamentals for the Digital Age, by Linda Holtzshue and Edward Noriega

The New Graphic Design School, by Alan Swan

Appropiate manuals for software applications and hardware will be put on reserve in the library.

IMPORTANT NOTES:
Unless otherwise directed by the instructor, all work produced for the course **must be retained until after the final assesment at the end of the term.**

ALL WORK IN PROGRESS MUST BE REMOVED FROM THE HARD DRIVE AFTER YOUR WORK SESSION AND STORED ON A SYQUEST OR ZIP CARTRIDGE. THE HARD DRIVE IS FOR WORK SESSIONS AND LEAVING FINAL ASSIGNMENTS.

COMPUTER HARD DRIVES WILL BE CLEANED ON A REGULAR BASIS AND YOUR WORK WILL BE TRASHED.

All scanned images used in any project must be submitted in a plastic slip cover at the same time as the digital file.