

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF FINE ARTS

Ar 2270 Electronic Publishing II, 6 (2-4) UT (3)(pending)

Instructor: David Dribnenky

Location: L123 Computer Lab

Dates:

Times:

Prerequisites: Ar 1180, Digital Imagery I
Ar 1190, Digital Imagery II
Ar 2260, Electronic Publishing I
or consent of the department

Course Description:

Ar 2270, Electronic Publishing II continues to prepare students for working in a design/print studio on a desktop level. With the scope of computer applications increasing, job duties that required several differently trained people, are now blurring together. Processing information in an attractive and comprehensive manner for the consumption of others is becoming imperative in societies where everyone is trying to speak at once. 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 2270, Electronic Publishing II is a continuation of Ar 2260 that will focus on combining the student's prior knowledge of basic design and prepress concepts.

Having learnt basic application functions from Ar 2260, the student will delve further into the program to configure documents for being printed on the press.

They will learn how to take these prepress concepts into consideration when designing and laying out their publication. This will help them to cut down mistakes on their final printed product, even if it is just to a desktop printer.

Students will learn more advanced design principles as applied to publication layout including placement of text and images, and how to use color more effectively.

Possible assignments may be practical client / designer jobs, brought to the college from outside. In which cases the students will be expected to treat the assignment as an actual paying job, entailing all the consideration and attention to the job, client, deadlines, and final product (printed or electronically published material).

Class meeting times will include lectures, orientation to software, group discussions of work, and time for students to pursue assignments or individually initiated projects. Attendance at each class meeting, full participation in class discussions or activities, and completion of work are imperative.

Objectives:

Students will :

1. further knowledge of computer hardware and software of desktop publishing, as well as equipment and systems of printing and internet publishing process.
2. learn advanced design principles as applied to publication design and layout.
3. further understanding of typography appropriateness and creativity of application.
5. further application of colour principles to advantage of design and final publishing.
6. calibrating equipment and software beyond their own, for effectiveness of matching what is on their screen to the final product - just as important for internet publishing as in printing.

Criteria for Assessment:

1. The standard of work achieved.
2. Creative and aesthetic quality of the work.
3. The degree of knowledge and understanding of the elements and principles of this particular studio discipline as reflected in the submitted projects.
4. Progress achieved overall.
5. Overdue assignments will be penalized. Work must be completed within seven days of original deadline or failure to do so may constitute a "0" grade.
6. Professional Orientation as indicated by commitment, and involvement in collective and individual critiques, completion of assignments, meeting deadlines, time spent additional to class hours, and attitude.
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More than 10% absenteeism may constitute a failure except for medical or extenuating circumstances in which case a doctor's letter will be required.

Assessment and Grading:

- | | |
|---------------------------|-----|
| 1. Analzation assignments | 30% |
| 2. Portfolio projects | 60% |
| 3. Particlpation | 10% |

Estimated costs:

Zip Cartridges (\$60.00) It is highly recommended that you make a back up copies of your work final work and progressive stages of development.

Dye sublimation paper (\$60.00) Students will be required to print all major projects.

Homework:

Projects will be assigned for homework and expected on the date required. Failure to finish projects on time for class critiques will affect student's final evaluation. Students will be expected to invest a minimum of six hours a week in the computer lab.

Important Notes Next Page

Notes:

Students will be expected to invest a minimum of four to six hours a week out of class.

Unless otherwise directed by the instructor, all work produced for the course must be retained until after the final assessment 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 THE FINAL ASSIGNMENTS.

COMPUTER HARD DRIVES WILL BE CLEANED ON A REGULAR BASES.

(YOUR WORK WILL BE TRASHED)

THE FINE ARTS DEPARTMENT WILL NOT ASSUME RESPONSIBILITY FOR LOST OR STOLEN COURSE WORK OR PORTFOLIOS.

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