GRANDE PRARIE REGIONAL COLLEGE
DEPARTMENT OF FINE ARTS

DD2260 A2 FALL.   99
ELECTRONIC PUBLISHING 1

Instructor: Edward Bader   Office: L112
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Email: Bader@gprc.ab.ca
Class time: Mondays and Wednesdays 1:00 p.m. – 3:50 p.m.

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 standard word processors and desktop
publishing software packages. The traditional skills associated with the publishing
industry such as page layout, design, typography and pre-press work have now become
valuable skills for all information-related industries.

COURSE IN PRESPECTIVE:

DD2260 is an introductory course to desktop publishing focusing on basic design, and
pre-press concepts as related to the print industry. This course will focus on design
principles as related to typography, graphic design including the placement of text,
images and the use of color as an effective means of visual communication. This course
will also examine the impact of the computer on the printed word. The applications used
in this course will be Adobe Illustrator, Adobe PhotoShop, Adobe PageMaker and Quark
Xpress.

OBJECTIVES:

Students will:
1. Learn the basic principles of two-dimensional design: line, shape, value, texture, color, tone
    and composition.
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 Pre-press skills and requirements.

FIELD TRIP:

All students are expected to go on a class field trip scheduled for the week of October 18 to
October 22, 1999. Cost for travel and accommodation: Approximately $250.00. Meals and
spending costs will be in addition to the above amount.

READING, HOME ASSIGNMENTS:

Students can expect to put in a minimum of 10 hours per week on out-of-class work. Assignments will be expected on the date required. Failure to complete projects on time for class critiques will effect the student's final evaluation. **Food and drinks are not permitted in the computer lab!! Students are responsible for clean up of the lab. Good Housekeeping is essential.**

REQUIRED TEXT:

Using QuarkXPress 4, Kelly Anton, Rochelle Barnhart, and David Grey. QUE Publishing, Indianapolis, Indiana, 1998. . Cost: $45.00

REFERENCE TEXTS:

Design Fundamentals for the Digital Age, Linda Holtzshue and Edward Noriega, Van Nostrand Reinhold, New York, New York, 1997

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

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 "10" days of the original deadline and students will be **penalized 10% for each day late. Assignments beyond the 10 day period will receive a "0" grade.**
5. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and individual critiques.

ASSESSMENT AND GRADING:

Mid-term: 35% Grade based on assignments completed by **Wednesday, October 13, 1999.**
Final: 35% Grade based on final portfolio by **Wednesday, December 8, 1999.**
Exams: 15% Grade based on an average of short quizzes throughout the term.
MAD Friday Presentation Attendance: 5% of final grade based on attendance by **Fine Art students pursuing a Fine Arts Certificate, Fine Arts Diploma, IDD Diploma and the first 2 years of a Bachelor of Education (Fine Arts Major) or Bachelor of Fine Arts are required to attend 4 out of 6 presentations each semester and 1 performance. <u>Attendance at less than 4 will result in a deduction of 5% each semester.</u>**
Involvement: 10% Grade based on participation, critique contributions, class attendance.

NOTE:

More than 20% absenteeism from class will result in the student being asked to leave the class. Further, if students fail to complete and submit 85% of the grade requirements of the term mark they will not be allowed to complete the course. In such a case, the student will automatically receive a failing grade of DB (debarred). See p.23 of the 1999/2000 Calendar for more details.

MATERIALS/SUPPLY LIST: Estimated costs approximately $60.00 for Zip cartridges. It is highly recommended that you make back up copies of your work.

$40.00 for paper to print assignments.

IMPORTANT NOTICES:

1. 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.**

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

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

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

4.ACCESS TO THE LAB IS AVAILABLE 24 HRS. WITH A CARD LOCK. EXCEPT WHEN IN USE BY ANOTHER CLASS.

NOTE: YOUR CARD MUST BE DEACTIVATED THE LAST DAY OF CLASSES. IF NOT DEACTIVATED YOUR GRADES WILL BE WITH HELD AND YOU WILL NOT BE ISSUED A TRANSCRIPT.