DD2260 ELECTRONIC PUBLISHING 1

Course Title:	DD2260 Electronic Publishing 1
Instructor:	Edward Bader
Class Location:	L123
Class times:	Monday: 8:30 a.m. – 11:00 a.m
	Friday: 1:00 p.m. - 3:50 p.m.
Office:	L120
Phone:	539 – 2013
Email:	Bader@gprc.ab.ca

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 Perspective: 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.

Course Objectives: 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.

Course Content: The applications used in this course will be:

Adobe Illustrator
Adobe PhotoShop
Quark Xpress.

Required Texts: Teach Yourself illustrator 8 in 24 Hours. Mordy Golding, SAMS Publishing, 1999.

QuarkXPress 4 for Macintosh: Visual QuickStart Guide, Elaine Weinmann, Peachpit Press, 1998

Evaluation Criteria: 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. Professional orientation as indicated by enthusiasm, commitment, involvement and flexibility in collective and individual critiques.

Assessment: Mid-term: 35% Grade based on assignments completed by mid-term.
Final: 35% Grade based on final portfolio.
Exams: 15% Grade based on an average of exams.
Involvement: 10% Grade based on participation, critique contributions, class attendance.

No late assignments will be accepted! Late assignment will recieve a zero grade unless accompanied by a doctor's note. Soiled artwork or artwork not presented in the required form laid out by the instructor may not be accepted or considered for critque.

There will be a **5 minute grace period for exams**. Late arrivals will recieve a zero grade unless accompanied by a doctor's note.

Assignments: Students can expect to put in a minimum of 15 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.

Attendance: Punctuality is exceptionally important as most classes begin with a presentation.

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 List: Exacto Knife
Double sided tape
Spray adhesive
Cutting mat
Grid paper
Large triangle-ruler
Felt markers: Black, warm and cool colors.
Pencils
Zip disks for storing electronic files
Photo inkjet paper to print assignments
Black Bainsbridge or equivalent mounting board
Plastic slip covers or folders

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.
Computer hard drives are 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.