

MAR. 06 2001

**GRANDE PRARIE REGIONAL COLLEGE
DEPARTMENT OF FINE ARTS**

**DD2270 A2 WINTER
ELECTRONIC PUBLISHING I**

Instructor: Edward Bader

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Class Location: L123

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Class time: Monday and Friday 8:30 a.m. - 11:00 a.m.

COURSE DESCRIPTION:

This course is a continuation of DD 2260 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 not 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 pre-press work have now become valuable skills for all information-related industries.

Prerequisite: DD 2260 or consent of department

COURSE IN PERSPECTIVE:

DD2270 is an intermediate level 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 introduce the basics of web page design involving the learning of HTML and principles on interactive design for the World Wide Web. The applications used in this course will be Adobe Illustrator, Adobe PhotoShop, Quark XPress and Macromedia Dreamweaver.

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.
5. Learn the principles of Web page design with consideration for bandwidth.

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 TEXTS:

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

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

ASSESSMENT AND GRADING:

Mid-term: 40% Grade based on assignments completed by **Friday, February 23, 2001.**
Final: 40% Grade based on final portfolio by **Monday, April 9, 2001.**
Exams: 10% Grade based on an average of short quizzes throughout the term.
Involvement: 10% Grade based on participation, critique contributions, class attendance.

NOTE:

NO LATE ASSIGNMENTS WILL BE ACCEPTED UNLESS ACCOMPANIED BY A DOCTORS NOTE. LATE ASSIGNMENTS WILL RECEIVE A ZERO GRADE.

IF A STUDENTS ARRIVES LATE FOR A QUIZ THEY WILL NOT BE ABLE TO WRITE IT AND WILL RECEIVE A ZERO GRADE.

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.