

COURSE SYLLABUS

COM 164: Layout 1

Course Description

This course provides a basic introduction to page layout software used by professional graphic designers. Core concepts include the creation of print publications, interactive documents, ebooks, and digital magazines. Topics covered include the process of importing text and graphic files into layouts, and the arrangement and transformation of these elements on single or multiple pages for final output as PDF files and other formats.

General Course Information

Number of Units/Weeks	4 / 10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40 / 0 / 80
Prerequisite(s)	DSN 134
Co-requisites (s)	None
Course Developer(s)	Randall Cornish, B.A. and Carolyn O'Barr, B.S.
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- 1) Employ design principles, such as: contrast, repetition, alignment, proximity, and balance to arrange or scale design elements in a layout.
- 2) Set up documents according to specifications, import, export, package files, and create assembled prototypes.
- 3) Organize color modes and file formats as well as manage typographical and visual elements through the use of software tools and features.
- 4) Write a design statement that describes the creative process and workflow that was used to complete a specific project and how the effort was successful.
- 5) Give an oral presentation that describes the creative process and workflow that was used to complete a specific project and how the effort was successful, as well as critique and analyze the work of other students.

Instructional Methods Employed in this Course

Lecture

Classroom discussion

In-class exercises

In-class oral presentations

In-class critiques

Exams
Textbook readings
Website readings
Handouts
Research
Slide shows
Videos
Show-and-tell resources
Practical application of theory and skills in authentic projects
Building on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course



Textbook

Real World Adobe InDesign CC, David Blatner, Peachpit Press (2013)



Other Materials

TBD



Supplies

TBD



Web Site Readings

TBD

Table/Topics & Assignments

Types of Assignments:

Lecture: Considered Lecture Hours

Classroom Discussion: Considered Lecture Hours

In Class Critique: Considered Lecture Hours

Delivering Oral Presentations: Considered Lecture Hours

In Class (IC) Exercises: Considered Lecture Hours

Reading: Considered Homework (HW), work done outside of class.

WebClass lessons (non-online courses): Considered HW, work done outside of class

Lab Work: Considered Lab Hours

Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Vectors versus pixels and effective resolution; Project workflow; Preferences; New document setup; InDesign interface, tools, panels, menus, Workspaces; margins, columns, bleeds and ruler guides; Navigation, zooming, screen modes, display performance; Keyboard shortcuts; Saving documents, file management, naming conventions.	2.50				
IC EX 1A	Document setup exercise	1.50			30.00	End of class
HW 1A	Blatner textbook readings: TBD, Evaluated by HW 1B			2.50		Before next class
HW 1B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 1C	Website readings: TBD, Evaluated by HW 1D			3.00		Before next class
HW 1D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 1E	Time-tracking form			0.25	2.00	Before next class
Total Week 1		4.00	0.00	9.00	50.00	
Week 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Managing pages; Creating lines and shapes, stroke and fill; Move, rotate, scale objects; Precise layout using x and Y coordinates; Importing text, best text file formats; Importing graphics, best graphics file formats; Organizing projects with layers and links to imported files.	2.50				
IC EX 2A	Text and Graphics exercise	1.50			30.00	End of class
HW 2A	Blatner textbook readings: TBD, Evaluated by HW 2B			2.50		Before next class
HW 2B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class

HW 2C	Website readings: TBD, Evaluated by HW 2D			3.00		Before next class
HW 2D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 2E	Time-tracking form			0.25	2.00	Before next class
Total Week 2		4.00	0.00	9.00	50.00	
Week 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Cropping and fitting graphics; Paragraph and character attributes; Text horizontal alignment; Space before and after paragraphs; Spell check.	2.50				
IC EX 3A	Paragraph Spacing exercise	1.50			30.00	End of class
HW 3A	Blatner textbook readings: TBD, Evaluated by HW 3B			2.50		Before next class
HW 3B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 3C	Website readings: TBD, Evaluated by HW 3D			3.00		Before next class
HW 3D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 3E	Time-tracking form			0.25	2.00	Before next class
Total Week 3		4.00	0.00	9.00	50.00	
Week 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Swatches panel, color groups; Color schemes, color modes; Color gradients; Examining, troubleshooting, fixing and packaging digital files; Exporting as PDF and IDML; Printing documents.	2.50				
IC EX 4A	Color Gradient exercise	1.50			30.00	End of class
HW 4A	Blatner textbook readings: TBD, Evaluated by HW 4B			2.50		Before next class
HW 4B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class

HW 4C	Website readings: TBD, Evaluated by HW 4D			3.00		Before next class
HW 4D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 4E	Time-tracking form			0.25	2.00	Before next class
Total Week 4		4.00	0.00	9.00	50.00	
Week 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Design tips and tricks	0.50				
EXAM 5A	Midterm LASA: Students create an event poster that demonstrates design skills and proficiency using tools covered in class.	3.50			225.00	End of class
HW 5A	Blatner textbook readings: TBD, Evaluated by HW 5B			2.50		Before next class
HW 5B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 5C	Website readings: TBD, Evaluated by HW 5D			3.00		Before next class
HW 5D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 5E	Time-tracking form			0.25	2.00	Before next class
Total Week 5		4.00	0.00	9.00	245.00	
Week 6						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Master pages, automatic page numbering; Text frame options; Object layer options; Create guides feature; Eyedropper tool	2.50				
IC EX 6A	Master Pages and Automatic Page-numbering exercise	1.50			30.00	End of class
HW 6A	Blatner textbook readings: TBD, Evaluated by HW 6B			2.50		Before next class
HW 6B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 6C	Website readings: TBD, Evaluated by HW 6D			3.00		Before next class

HW 6D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 6E	Time-tracking form			0.25	2.00	Before next class
Total Week 6		4.00	0.00	9.00	50.00	
Week 7						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Paragraph, character, and object styles; Threading text, automatic text flow using modifier keys; Story Editor; Corner options; Aligning and distributing objects; Step and repeat	2.50				
IC EX 7A	Paragraph, Character, and Object Styles exercise.	1.50			30.00	End of class
HW 7A	Blatner textbook readings: TBD, Evaluated by HW 7B			2.50		Before next class
HW 7B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 7C	Website readings: TBD, Evaluated by HW 7D			3.00		Before next class
HW 7D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 7E	Time-tracking form			0.25	2.00	Before next class
Total Week 7		4.00	0.00	9.00	50.00	
Week 8						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Importing Styles and Swatches from older InDesign documents into new ones; Find/Change; Text wraps; Generating a QR code	2.50				
IC EX 8A	Text Wrap exercise	1.50			30.00	End of class
HW 8A	Blatner textbook readings: TBD, Evaluated by HW 8B			2.50		Before next class
HW 8B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 8C	Website readings: TBD, Evaluated by HW 8D			3.00		Before next class

HW 8D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 8E	Time-tracking form			0.25	2.00	Before next class
Total Week 8		4.00	0.00	9.00	50.00	
Week 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Opacity, transparency, feather gradients, special effects; Tabs feature; How to create tables	2.50				
IC EX 9A	Feather Gradients and Special Effects exercise	1.00			30.00	End of class
EXAM 9A	Final Exam: Multiple Choice & True/False	0.50			100.00	End of class
HW 9A	Blatner textbook readings: TBD, Evaluated by HW 9B			2.50		Before next class
HW 9B	Find images (in your environment or on the web) which illustrate 3 things you learned in your reading assignment this week. Bring to class to present.			1.25	9.00	Before next class
HW 9C	Website readings: TBD, Evaluated by HW 9D			3.00		Before next class
HW 9D	Webclass discussion on what you learned from Website readings			2.00	9.00	Before next class
HW 9E	Time-tracking form			0.25	2.00	Before next class
Total Week 9		4.00	0.00	9.00	150.00	
Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Design Tips and Tricks	0.50				
EXAM 10A	Final LASA: Students create a how-to booklet that demonstrates design skills and proficiency using tools covered in calss.	3.50			255.00	End of class
Total Week 10		4.00	0.00	0.00	255.00	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Introduction to Adobe InDesign	4.00	0.00	9.00
2	Creating pages, text, and graphics	4.00	0.00	9.00
3	Cropping and fitting graphics	4.00	0.00	9.00
4	Color swatches	4.00	0.00	9.00
5	Graphic design tips and tricks	4.00	0.00	9.00
6	Master pages	4.00	0.00	9.00
7	Paragraph, character, object styles	4.00	0.00	9.00
8	Text wraps	4.00	0.00	9.00
9	Special effects	4.00	0.00	9.00
10	Graphic design tips and tricks	4.00	0.00	0.00
Total		40.00	0.00	81.00

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
In-Class Exercises	240.00	24.00%
Images for Blatner Readings Homework	81.00	8.10%
Website Readings Webclass Reflections	81.00	8.10%
Homework, Time-Tracking Form	18.00	1.80%
Midterm LASA	225.00	22.50%
Final LASA	255.00	25.50%
Final Exam	100.00	10.00%
Total	1000.00	100.00%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

1-24 hours after due date = 20% off point value

25-48 hours after due date = 60% off point value

49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.