COURSE SYLLABUS

COM 214: Layout 2

Course Description

This course focuses on the interactive features of page layout software used by professional graphic designers to create interactive PDF and SWF files, eBooks, and digital magazines, as well as print publications. Core concepts include typical client requests for both print and digital documents, and how designers can take advantage of interactive features to create rich publications enhanced with animation and navigational sign-posts. Topics covered include gathering, organizing, and managing content into a finished e-magazine.

General Course Information

Number of Units/Weeks	4 / 10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40 / 0 / 80
Prerequisite(s)	COM 164
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) Utilize design principles, such as: contrast, repetition, alignment, proximity, and balance to arrange or scale design elements in a layout.

2) Organize color modes and file formats as well as manage typographical and visual elements through the use of software tools and features.

3) Create an interactive PDF or SWF file, as well as an interactive PDF form, which includes links, buttons, fields, and other elements as specified in the course materials.

4) Create and preview an interactive eBook, which includes images, styles, tags, navigation, and other elements as specified in the course materials.

5) Create, preview, and publish an interactive digital magazine, which includes hyperlinks, buttons, audio, video, embedded web content, and other elements as specified in the course materials.

6) 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.

7) 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

Interactive InDesign CC, Mira Rubin, Focal Press (2013)

Other Materials

TBA

Web Site Readings

TBA

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) Exercise: Considered Lecture Hours
Reading: Considered Homework (HW), work done outside of class.
WebClass lesson (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	Overview of interactive PDFs and SWFs, eBooks and Digital Magazines; Introduction to Interactive PDFs and SWFs; How to use the following Interactive PDF and SWF features: hyperlinks, buttons, bookmarks, page transitions.	2.5				
IC EX 1A	Interactive PDF and SWF exercise	1.5			30	End of class
HW 1A	Rubin Text: Read Chapters 17, 19, 20 (35 pages) Evaluated by HW 1B			3.5		Before next class
HW 1B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 1C	Website readings: TBD, Evaluated by HW 1D			3		Before next class

HW 1D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 1E	Time-tracking form			0.25	2	Before next class
Total Week 1		4	0	10	50	

Week 2

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	How to use the following Interactive PDF and SWF features: animation; embedded video; interactive PDF forms with text fields, check boxes, radio buttons, signature field, and submit button.	2.5				
IC EX 2A	Interactive PDF and SWF exercise	1.5			30	End of class
HW 2A	Rubin Text: Read Chapters 18, 21, 22 (51 pages) Evaluated by HW 2B			5.1		Before next class
HW 2B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 2C	Website readings: TBD, Evaluated by HW 2D			3		Before next class
HW 2D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 2E	Time-tracking form			0.25	2	Before next class
Total Week 2		4	0	11.6	50	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Introduction to eBooks, reflowable versus fixed; How to use Adobe Digital Editions; How to use the following EPUB features: EPUB export options; Articles panel; front cover image; paragraph styles; styled subheads; anchored images; navigational table of contents.	2.5				
IC EX 3A	EPUB/eBook exercise	1.5			30	End of class
HW 3A	Rubin Text: Read Chapter 24 (32 pages) Evaluated by HW 3B			3.2		Before next class
HW 3B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 3C	Website readings: TBD, Evaluated by HW 3D			3		Before next class
HW 3D	Webclass discussion on what you learned from Website readings.			2	9	Before next class

HW 3E	Time-tracking form			0.25	2	Before next class
Total Week 3		4	0	9.7	50	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	How to use the following EPUB features: Split Document (page breaks); document metadata; Object Export Options; export tags.	2.5				
IC EX 4A	EPUB/eBook exercise	1.5			30	End of class
HW 4A	Rubin Text: Read Chapters 26, 27 (25 pages) Evaluated by HW 4B			2.5		Before next class
HW 4B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 4C	Website readings: TBD, Evaluated by HW 4D			3		Before next class
HW 4D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 4E	Time-tracking form			0.25	2	Before next class
Total Week 4		4	0	9	50	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Design tips and tricks	0.5				
EXAM 5A	Midterm LASA: Students create an interactive How-To eBook that demonstrates design skills and proficiency using tools covered in class.	3.5			240	End of class
HW 5A	Rubin Text: Read Chapters 28, 29 (33 pages) Evaluated by HW 5B			3.3		Before next class
HW 5B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 5C	Website readings: TBD, Evaluated by HW 5D			3		Before next class
HW 5D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 5E	Time-tracking form			0.25	2	Before next class
Total Week 5		4	0	9.8	260	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

LEC 6A	Introduction to Digital Magazines; How to use the Adobe Content Viewer; How to create the following interactive overlays: hyperlinks; buttons; multi-state object (slideshow); an image sequence.	2.5				
IC EX 6A	Digital Magazine exercise with hyperlinks; buttons; multi-state object (slideshow); or an image sequence feature.	1.5			30	End of class
HW 6A	Rubin Text: Read Chapter 34 (9 pages) Evaluated by HW 6B			0.9		Before next class
HW 6B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Beginning of next class
HW 6C	Website readings: TBD, Evaluated by HW 6D			3		
HW 6D	Webclass discussion on what you learned from Website readings.			2	9	
HW 6E	Time-tracking form			0.25	2	Before next class
Total Week 6		4	0	7.4	50	

Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	How to create the following interactive overlays: panorama; pan and zoom image; embedded audio; embedded video.	2.5				
IC EX 7A	Digital Magazine exercise with a panorama; pan and zoom image; embedded audio; or embedded video feature.	1.5			30	End of Class
HW 7A	Rubin Text: Read Chapter 31, 32 (21 pages) Evaluated by HW 7B			2.1		Before next class
HW 7B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 7C	Website readings: TBD, Evaluated by HW 7D			3		Before next class
HW 7D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 7E	Time-tracking form			0.25	2	Before next class
Total Week 7		4	0	8.6	50	

Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

LEC 8A	How to create the following interactive overlays: scrollable content frame; embedded web content.	2.5				
IC EX 8A	Digital Magazine exercise with a scrollable content frame; or embedded web content feature.	1.5			30	End of Class
HW 8A	Rubin Text: Read Chapter 30, 33 (24 pages) Evaluated by HW 8B			2.4		Before next class
HW 8B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 8C	Website readings: TBD, Evaluated by HW 8D			3		Before next class
HW 8D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 8E	Time-tracking form			0.25	2	Before next class
Total Week 8		4	0	8.9	50	

Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	How to make horizontal and vertical cover images for the online bookstore; How to use the Folio Builder panel, the Folio Producer feature, and the Digital Publishing Suite website.	2.5				
IC EX 9A	Folio Builder exercise with practice publishing a free and private digital magazine using the Adobe Digital Publishing Suite.	1			30	End of Class
EXAM 9A	Final Exam	0.5			80	Before next class
HW 9A	Rubin Text: Read Chapter 35 (19 pages) Evaluated by HW 9B			1.9		Before next class
HW 9B	Find documents or images (in your environment or on the Web) which illustrate three (3) important things you learned from each chapter. Bring them to class and be prepared to discuss the Rubin Readings assignment.			1.25	9	Before next class
HW 9C	Website readings: TBD, Evaluated by HW 9D			3		Before next class
HW 9D	Webclass discussion on what you learned from Website readings.			2	9	Before next class
HW 9E	Time-tracking form			0.25	2	Before next class
Total Week 9		4	0	8.4	130	

Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Design tips and tricks	0.5				
EXAM 10A	Final LASA: Students create an interactive San Diego Lifestyle digital magazine that demonstrates design skills and proficiency using tools covered in class.	3.5			260	End of Class
		4	0	0	260	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Interactive PDF and SWF features	4	0	10
2	Interactive PDF forms features	4	0	11.6
3	Interactive eBook features	4	0	9.7
4	Interactive eBook features	4	0	9
5	Graphic design tips and tricks	4	0	9.8
6	Interactive digital magazine features	4	0	7.4
7	Interactive digital magazine features	4	0	8.6
8	Interactive digital magazine features	4	0	8.9
9	Interactive digital magazine features	4	0	8.4
10	Graphic design tips and tricks	4	0	0
Total		40	0	83.4

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
In-Class Exercises	240	24%
Images for Burns/Cohen Readings Homework	81	8%
Website Readings Webclass Reflections	81	8%
Homework, Time-Tracking Form	18	2%
Midterm LASA	240	24%
Final LASA	260	26%
Final Exam	80	8%
Total	1000	100%

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
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.