Design

FOR PRINT

COMM 362, Spring Semester 2011. Instructor: Ross Collins, Ph.D.

THE SYLLABUS

COM 362: What's In It For Me?

Q and A: Your Course Knowledge

Handy Calendar: Snip n' Save

DESIGN
FOR PRINT

COMM 362: What's in it for me?

Is it "desktop publishing?" Bit of an old-fashioned term nowadays. The world of professional design for publication reaches so widely beyond one person's desktop that what we do is perhaps better called digital publishing. This course is designed to offer an introduction to that world. You'll learn some theory behind visual perception and design (and some rules seldom broken), publishing terminology, designer workflow, and software. Enough—we hope—to produce simple publications at a respectably professional level.

Course objectives:
• Understanding of basic design history, psychology and theory.
• Knowledge of design and printing terms and techniques.
 • Ability to recognize and create high-quality page designs for a variety of publications.
 • Ability to manipulate publications using computerized pagination tools.
 Note that only the last of these objectives is primarily skill-based. Skill in "desktop publishing" is only part of what a designer needs to know to create publications reaching a presentable standard. Without knowledge of

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Required text: Lisa Graham, *Basics of Design. Layout & Typography for Beginners.* 2nd edition, 2005.

design fundamentals, and without the creative spark that goes beyond classroom learning, what you'll get out of the machine won't communicate very well.
What this course is not:
 ✗ A course for artists using illustrator software. We may work a little with drawing software, but you are neither expected to know nor taught graphic illustration.
 ✗ Exclusively software skills development. Buy a how-to book. (Hey! Buy one anyway!)
 ✗ Design for the web. Some of the design priciples can be adapted to the web, but web design is beyond scope of the class.
What you'll need:
 In addition to the required text, you'll need:
• Flash/jump drive or other way to save your work.

 Disabilities notice: If you need special accommodations for learning or have special needs, please let the instructor know as soon as possible.

 Alternative forms: This syllabus, along with other material of interest to students, is available on line at the web address above.

The course concisely

A brief Q and A

Students often register for a new course with trepidation: what will I learn? How will I be graded? Will I do well? Instructor Ross Collins answers a few of our most common questions in the brief interview below.

 Q. What is your attendance policy?
 A. I believe students have the right to make their own decisions regarding class attendance. I don't take roll. But I do have to warn students that my lectures are designed to supplement the text, and not to rephrase material they can read for themselves. Exams will be based on both lectures and text.
 Oh, I almost forgot to mention: we also will have a number of in-class assignments. To give students the feeling of working under tight deadlines, some of these exercises will be due at the end of the class period. If you're absent, you can't make up the work!
 Q. That sounds pretty tough.
 A. Okay, I'll cut some slack: students who have to skip class for a good reason will have a cushion of one free skip day. In-class work missed those days won't be counted on

the final grade. Think of it as a bank account of skip days for emergencies. All out-of-class assignments will still be due, however. Because profesional designers must keep deadlines, late assignments will suffer lower grades.
 Q. How will you compute final grades?
 A. Grading will be based on a standard point-count. Tentative highest possible point totals for this course:
 Mid-semester exam, 200 pts.
 Final exam, 300 pts.
 Class exercises, 300 pts.
 Other in-class assignments, 100 pts.
 Total: 900 pts.
 The total number may change slightly, depending on the eventual number of assignments completed during the semester. Standard grade percentages:
 90-100=A
 80-89=B
 70-79=C
 60-69=D
 Below 60=F

TENTATIVE SCHEDULE
Design for Print, Spring Semester 2011

Week One (Jan. 10-14)
Introduction to design. Text chapter 1.

Week Two (Jan 17-21; Monday is Martin Luther King Jr. Day, no classes)
Design history and visual literacy. Intro to computerized pagination software (InDesign).

Week Three (Jan. 24-28)
History, cont. Begin typography. Text chapter 10. InDesign basics quiz.

Week Four (Jan. 31-Feb. 4)
Typography; begin design psychology. InDesign exercise two, typography. Text chapters 11, 12, and glossary.

Week Five (Feb. 7-11)
Design psychology; grids and modular design. InDesign exercise three. Text chapters 2-4.

Week Six (Feb. 14-18)
Grids cont.; understanding emphasis. Begin Photoshop. Text chapter 4.

Week Seven (Feb. 21-25; Monday is Presidents' Day, no classes.)
Finish emphasis; understanding balance, alignment and contrast. Text chapter 6. Photoshop basics quiz. Review for midterm exam. Begin InDesign exercise four.

Week Eight (Feb. 28-March 4)
Finish contrast; understanding balance and alignment. Lab day for flyer. Review for midterm. **Midterm exam on Friday**.

More to Read

Recommended: Sandee Cohen, *Adobe InDesign CS4 for Macintosh and Windows: Visual QuickStart Guide,* 2008. (Note: CS5 version, if available.)

Galen Gruman, *InDesign CS4 for Dummies*, 2008. (Note: CS5 version, ilf available.

Barbara Obermeier, *Photoshop CS5 All-in-One for Dummies*, 2010.

Other good reading:
Roland Barthes, *Mythologies.* 1972. (A classic.)

Paul Martin Lester, *Visual Communication. Images with Messages*. 4th ed., 2006. (Beefy supplemental text by prominent vis comm academic.)

Donis A. Dondis, *A Primer of Visual Literacy.* 1984. (Oldish, but few explain it more elegantly.)

Week Nine (March 7-11)
Working with images; magazine and broadsheet design principles. Photoshop lesson two. Continue InDesign. Text chapter 8.

Week Ten (March 21-25; March 14-18 is spring break week, no classes)
Working with images continued, best practices. Begin InDesign exercises five and six.

Week Eleven (March 28-April 1) Color theory, spot and process color, printing and binding. Text chapter 9. Photoshop lessons two and three. Continue InDesign.

Week Twelve (April 4-8) Flow and unity. Working with printers, choosing paper stock. Text chapter 7. InDesign exercises seven and eight. Photoshop lesson four.

Week Thirteen (April 11-15)
Working with signatures. Magzine design. Continue InDesign. Photoshop lesson five. Text chapter 12.

Week Fourteen (April 18-22)
InDesign cont. magazine project. Photoshop lesson six.

Week Fifteen (April 25-29; April 22-25, holiday, no classes):
Printing technology. Magazine project. Text chapter 13.

Week Sixteen (May 2-6)
Conclude magazine project. Review for for final exam. Last day of class is Friday, May 6.
Final exam, Section One, meeting 2-2:50: 8 a.m. Friday, May 13. Section Two, meeting 3-3:50: 1 p.m. Thursday, May 12.

We shouldn't have to remind you that...

Work in this course must adhere to the NDSU Code of Academic Responsibility and Conduct. This addresses cheating, plagiarism, fabrication, or facilitating dishonesty. Instructors have the right to respond to a student's dishonesty by failing the student for the particular assignment or test, or even the entire course, or recommend the student drop the course.

Visit the class web site!

- Class materials
- Insider info for students, travel, history
- Announcements

- Class bulletin board
- Tutorials
- www.ndsu.edu/communication/collins

This syllabus was designed by the instructor and produced using InDesign software, of course.