

COMPUTER-MEDIATED PUBLICATION (JOUR 103 DB)

Spring 2010

Instructor: Tatyana Dumova, Ph.D.
Course: M & W 1-2 P.M.; Academic Hall Room 407
Contact: tel. 412-392-4701; e-mail tdumova@pointpark.edu
Office: Thayer Hall Room 913

Course Description

This course will serve as an introduction to media-related computer skills, including basic word processing, presentation graphics, and print-and Web page design as applicable to higher-level mass communication courses.

Course Objectives

- Students will demonstrate an understanding of basic design principles
- Students will demonstrate an understanding of the fundamental and advanced concepts of communications process and theory, including effective professional technical design communication.
- Students will study speech and language, including access and use telecommunications tools for communication and information sharing, including electronic mail and Internet resources.
- Students will learn the basics of both the Macintosh and Windows operating systems
- Students will learn proper Internet searching and information gathering techniques
- Students will learn the basics of graphic design and photo editing using Photoshop
- Students will learn the basics of page layout and design using InDesign
- Students will learn the basics of designing a Web site with Dreamweaver
- Students will develop the ability to make original design, including research and writing the text for design pieces (Newsletters, Brochures, Web sites) as well as rework designs and choose pieces for a design portfolio.
- Students will learn proper writing and presentation skills through the writing of text for design pieces as well as the presentation of a portfolio at the end of the semester
- *Pennsylvania Department of Education Standard for Communications Majors: Knowing the content:* Students will understand media, including access and use of telecommunication tools for communication and information sharing, including electronic mail and Internet sources.

Textbooks

Williams, R. (2008). *The non-designer's design book: Design and typographic principles for the visual novice* (3rd ed.). Berkeley, CA: Peachpit Press.

Weinmann, E., & Lourekas, P. (2007). *Photoshop CS3 for Windows and Macintosh: Visual QuickStart guide*. Berkeley, CA: Peachpit Press.

Methods of Instruction

Methods of instruction include but are not limited to lecture and demonstration, individual and group assignments, in-class exercises, as well as the use of Web-based instructional technologies.

Methods of Evaluation

Color Collage	20%
Newsletter	20%
Personal Web Page	20%
Online Portfolio & Presentation	20%
In-Class Exercises	<u>20%</u>
	100%

Expectations and Policies

Grading Policy:

A: 93-100%; A-: 90-92.9%; B+: 87-89.9%; B: 83-86.9%; B-: 80-82.9%;
C+: 77-79.9%; C: 73-76.9%; C-: 70-72.9%; D+: 67-69.9%; D: 63-66.9%; D-: 60-62.9

Deadlines: To be successful in this class, you may want to complete all the projects on time. In-class assignments are due at the end of each class period. For each day a project is late 3 % of the grade will be deducted.

Academic Integrity: All students are subject to the code of student conduct, including but not limited to, issues of Academic Honesty and Integrity.

Backup Storage: Students are responsible for keeping backups of all projects.

Attendance Policy: Students are expected to attend all classes and arrive on time with required materials. Good note taking is mandatory. Absences will result in a lower grade. Students will be allowed a maximum of three absences. Every absence above three will result in 5 percent being deducted from the student's final grade. Excused absences may be taken into consideration if they are accompanied by a note from a doctor. It is also very important to arrive on time for class. Entering the classroom late is disruptive for the other students and instructor, and the student will be behind in the coursework for the day. Any student arriving more than 10 minutes late for class will be marked as absent.

Disability Accommodations: If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. Students having a certifiable disability, as defined under the Americans with Disabilities Act (ADA) of 1990. To request disability accommodations; please make an appointment to see the instructor. For more information and assistance, please call the Program for Academic Success, 701 Lawrence Hall, (412) 392-3870. The PAS Office will provide specific information on the Point Park College ADA Policy and application procedures to the student. PAS will also contact individual instructors to verify a student's eligibility and to make arrangements for individualized accommodations.

Cultural Diversity: Point Park University recognizes its responsibility to create and maintain an environment that affirms the diversity of people and ideas. Point Park University embraces, supports and actively pursues a policy of inclusiveness that recognizes, values and reflects the diversity of the community we serve and the world in which we live.

Course Schedule

Jan 11	Welcome and Course Overview	Jan 13	Computer-Mediated Publication: Theory and Practice
Jan 18	Internet: Resources and Techniques Reading: Williams, ch. 1	Jan 20	Principles of Graphic Design Introduction to Adobe Photoshop
Jan 25	Design Principles. Proximity Reading: Williams, ch. 2	Jan 27	Photoshop: Working with Selections Making Creative Crops
Feb 1	Photoshop: Working with Layers Reading: Williams, ch. 3	Feb 3	Photoshop: Color Management Reading: Williams, ch. 7
Feb 8	Design Principles. Alignment Reading: Williams, ch. 3	Feb 10	Photoshop: Managing Text Reading: Williams, ch. 5
Feb 15	Design Principles. Repetition Reading: Williams, ch. 4	Feb 17	Reading: Williams, ch. 6 Color Collage due
Feb 22	Page Layout and Typography Introduction to Adobe InDesign	Feb 24	InDesign: Setting Up a Document Reading: Williams, ch. 8
Mar 1	Spring Break, no class	Mar 3	Spring Break, no class
Mar 8	InDesign: Type, Points, and Lines Reading: Williams, ch. 9-11	Mar 10	InDesign: Working with Objects Reading: Williams, ch. 9-11
Mar 15	Principles of Web Publishing Introduction to Adobe Dreamweaver	Mar 17	Reading: Williams, ch. 11 Newsletter due
Mar 22	Dreamweaver: Working with Text Reading: ch. 8	Mar 24	Dreamweaver: Working with Links Reading: Williams, ch. 12
Mar 29	Dreamweaver: Working with Images Reading: Williams, ch. 12	Mar 31	Integrating Digital Multimedia Reading: Williams, ch. 13
Apr 5	Work on Web Projects Reading: Williams, ch. 14	Apr 7	Reading: Williams, ch. 14 Personal Web Page due
Apr 12	Work on Portfolios	Apr 14	Work on Portfolios
Apr 19	Portfolio Presentations	Apr 21	Portfolio Presentations
Apr 26	Final Examination Time: 1-2 P.M. Final Portfolio due		

Note: This course schedule is subject to change.