

## PRINT GRAPHICS (JOUR 355 EA)

Spring 2012

Instructor: Tatyana Dumova, Ph.D.  
Course: Thursday 6-9 P.M.; Academic Hall Room 608  
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Office Hours: Thayer Hall 913; MW 4:30-6 P.M., MWH 9-10 P.M. and by appointment

### Course Description

Students will learn advanced pagination, design and production techniques used to create newspapers and magazines. Desktop publishing and design tools will be combined with the study of typography, color and graphics as the basic tools of pagination. Students will design a newspaper and magazine. Prerequisite: JOUR 407 or permission. Dual listed as JOUR 520. 3 cr

### Course Objectives

The learning objectives of this course are for students to:

1. Understand the steps of the graphic design process
2. Learn about traditional and digital design and production techniques
3. Create graphic design for print using industry-standard graphic design applications
4. Develop advanced print production skills such as design, image editing and pagination

### Required Textbook

DiMarco, J. (2010). *Digital design for print and Web: An introduction to theory, principles, and techniques*. Hoboken, NJ: John Wiley & Sons.

### Recommended Reading

Luttrupp, J. C., & Greenwald, M. L. (2009). *Designing for print production: Essential concepts*. Clifton Park, NY: Delmar/Cengage Learning.

McCue, C. (2009). *Real world print production with Adobe Creative Suite applications*. Berkeley, CA: Peachpit Press.

Bann, D. (2007). *The all new print production handbook*. New York, NY: Watson-Guption.

### 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

Two Exams (Midterm and Final, 15% each)	30%	Aligns with course objectives 1, 3, 4
Digital Illustration for a Feature Article	10%	Aligns with course objectives 1, 3, 4
Newspaper Insert	10%	Aligns with course objectives 1, 2, 3, 4
Digital Collage for a Magazine Article	10%	Aligns with course objectives 1, 3, 4
Magazine Advertisement	10%	Aligns with course objectives 1, 2, 3, 4
Annual Report	10%	Aligns with course objectives 1, 3, 4
In-Class Exercises (due by the end of each class)	<u>20%</u>	Aligns with course objectives 1, 2, 4
	100%	

## Expectations & 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%;  
F: 59% and below

*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% 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. To request disability accommodations, please make an appointment to see the instructor. For more information and assistance, please call the Program for Academic Success (PAS), 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.

## Library

The Library is located in the University Centre at 414 Wood Street. Many resources are available 24/7 through the Library's Web page and if you're off campus, you can access the databases and e-books by using your Point Park University e-mail password and log in. Librarians are available to help you find the resources you need for your research. Contact the Library at 412 392-3171, in person, by e-mail at [library@pointpark.edu](mailto:library@pointpark.edu), through IM or by texting to 66746 and starting your question with *pointlib*.

## Course Schedule

Date	Course Content
Jan 19	Introduction to the Course Computer Applications for Print Production
Jan 26	Digital Design for Print Production: Theory and Principles Reading: DiMarco, ch. 1
Feb 2	What is Graphic Communication? Digital Design: Definition and Devices Reading: DiMarco, ch. 1, 2. <b>Digital Illustration for a Feature Article due</b>
Feb 9	Design Elements: Line, Shape, Texture, Value, Color, Type Reading: DiMarco, ch. 3
Feb 16	Conceptualization and Planning of Print Production Reading: DiMarco, ch. 4. <b>Newspaper Insert due</b>
Feb 23	Working with Raster Graphics Reading: DiMarco, ch. 5
Mar 1	<b>Midterm Examination</b>
Mar 8	<i>Spring Recess, no class</i>
Mar 15	Working with Vector Graphics Reading: DiMarco, ch. 6
Mar 22	Digital Page Layout for Print Reading: DiMarco, ch. 7. <b>Digital Collage for a Magazine Article due</b>
Mar 29	Publication Design Reading: DiMarco, ch. 7
Apr 5	Printing Technologies and Finishing Techniques Reading: DiMarco, ch. 8. <b>Magazine Advertisement due</b>
Apr 12	Repurposing Print Design for the Web Reading: DiMarco, ch. 8
Apr 19	Digital Design Project Types Reading: DiMarco, ch. 4, p. 110. <b>Annual Report due</b>
Apr 26	Evaluating and Critiquing Your Work Progress Review
May 3	<b>Final Examination</b>

Note: This course schedule is subject to change.