

Spring 2013

DESKTOP/ELECTRONIC PUBLISHING (JOUR 407 DA)

Instructor: Tatyana Dumova, Ph.D.
Course Information: Thursday 2:40 P.M. – 5:40 P.M.; Academic Hall Room 608
Contact Information: Tel. (412) 392-4701; e-mail tdumova@pointpark.edu
Office Hours: 913 Thayer Hall; M 4:30-6 P.M., 9:15-10:15 P.M.; W 4-6 P.M., 9-10 P.M.;
H 2-2:30 P.M.

Course Description

This course serves as a comprehensive study of theory, principles, strategies and tools of desktop publishing in the digital age. In this course students learn to apply layout and design concepts to produce a variety of editorial, informational, and business materials for desktop printing and electronic distribution. Industry standard electronic publishing software provides a platform for these projects. Upon completion of this course students will have a variety of professional-level design pieces to add to their portfolios. Prerequisite: JOUR 103. Dual listed as JOUR 507. 3 cr hrs

Course Objectives

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

1. Use desktop publishing and graphic design principles at a beginning level.
2. Expand your knowledge of specific layout and design software.
3. Build a beginning layout and design portfolio.
4. Critique and examine your own layout and design abilities.

Course Textbook

Graham, L. (2005). *Basics of Design: Layout & Typography for Beginners* (2nd ed.). Clifton Park, NY: Thomson/Delmar Learning.

Methods of Evaluation

Two Exams (Midterm and Final, 15% each)	30%
Magazine Cover	10%
Flyer	10%
Brochure	10%
Photobook	10%
Manual	10%
Page Analysis & Design Exercises (in class)	<u>20%</u>
	100%

Methods of Instruction

Methods of instruction may 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. Submit all completed assignments through Blackboard and keep backups of all projects.

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; F: below 60%

Deadlines: To be successful in this class, you may want to complete all the projects on time. For each day a project is late 5 percent of the grade will be deducted. In-class assignments are due at the end of each class period and cannot be made up.

Academic Integrity

All students are subject to the code of student conduct, including but not limited to, issues of Academic Honesty and Integrity. Students found guilty of plagiarism may be dismissed. The minimum penalty for plagiarism is an automatic “F” for the assignment and possibly the course, depending on the case. The School of Communication follows the plagiarism policy in the university’s Student Handbook. Any facts that are not common knowledge and not widely disseminated locally must be credited to the source from which they came. All phraseology purported to be original must be the student’s. If at any time the student’s language is identical with that of the source, the latter must be identified.

Disability Accommodations

If you have a disability or chronic condition, 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, 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.

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.

Withdrawal/Incomplete Grade Policies: In case you decide to withdraw or request an Incomplete grade, please consult the Office of the Registrar for deadlines and specific policies.

Fire Drills

Should a fire alarm occur during the class hours, please leave the classroom in an orderly manner and evacuate the building through the appropriate exit.

Smoking Policy

According to the Smoking Pollution Control Ordinance passed by the Pittsburgh City Council in November 1987, no smoking is permitted in the classrooms, hallways, or lobbies, or any other public area at Point Park University.

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, through IM or by texting to 66746 and starting your question with *pointlib*.

Course Schedule

Date	Course Content
Aug 29	Introduction to the Course. Desktop Publishing: From Theory to Practice
Sep 5	Principles of Graphic Design. Introducing Image Editing Applications Reading: Graham, ch. 1, 2
Sept 12	Designing Editorial Materials: Newsletters and Magazines Reading: Graham, ch. 3, 4. Magazine Cover due
Sept 19	Designing with Graphics Reading: Graham, ch. 5, 6
Sept 26	Designing Informational Materials: Flyers, Posters, Brochures Reading: Graham, ch. 8, 9. Flyer due
Oct 3	Introducing Page Layout Applications. Creating a Print Layout Reading: Graham, ch. 5, 6, 7
Oct 10	Working with and Formatting Text Reading: Graham, ch. 8, 9. Brochure due
Oct 17	Typographic Design: Type Anatomy, Typefaces, Type Styles Reading: Graham, ch. 10
Oct 24	Midterm Examination
Oct 31	Character and Word Spacing, Line Spacing, Paragraph Alignment Reading: Graham, ch. 10, 11
Nov 7	Working with Page Layouts for Photo Books Reading: Graham, ch. 11. Photobook due
Nov 14	Fair Use Guidelines for Educational Multimedia Reading: Graham, ch. 11
Nov 21	Designing Business Materials: Logos, Envelopes, Business Cards Reading: Graham, ch. 12
Nov 28	<i>Thanksgiving Recess, no class</i>
Dec 5	Advanced Desktop Publishing Tools and Techniques. Creating an eBook Reading: Graham, ch. 12 Manual due
Dec 10	Final Examination Time Tuesday, Dec 10, 2-4 pm

Note: This course schedule is subject to change.