

COURSE SYLLABUS GRDS 190 DESKTOP PUBLISHING

Quarter/Year:
Winter quarter 2003

**Course number
and title:**
GRDS 190
Desktop Publishing

Department:
Graphic Design

Course instructor:
Kok Cheow Yeoh, Ph.D.

Contact information:
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912 525-5917

Office hours:
Poetter Hall #306
Tue & Thu
12:45 PM – 2:45 PM

Pre-requisites:
DSGN 100, DSGN 101

Required text(s):
Handouts will be
distributed when necessary.

Recommended texts:
Visual QuickStart Guides
for Word 2002, Photoshop
7.0, Freehand 10, and
InDesign 2.0.

Required materials:
Zip cartridges
(preformatted for Apple
Macintosh computers), a
black 1" 3-ring binder, and
15-20 (8.5 x 11)" plastic
sheet holders (for 3-ring
binder). Other materials
will be assigned as needed.

Field trip(s):
To be announced.

Conference(s):
To be announced.

Extra help session(s):
The extra help session will
be towards the end of the
course or as needed.

Mission statement of the college:

The Savannah College of Art and Design exists to prepare talented students for careers in the visual and performing arts, design, the building arts, and the history of art and architecture. The college emphasizes learning through individual attention in a positively oriented environment.

Course description:

This course is designed to help students gain skills for use in other courses to assist them in the contemporary marketplace. Topics include word processing, varied graphic programs, illustrative techniques, and page layout.

Course objectives and purpose:

- To experience the electronic processes that influence design and layout
- To explore different methods of creating and using text-only files
- To gain an understanding of the Macintosh operating system
- To use electronic illustration software to create as well as reproduce images
- To capture and correct scanned images through photographic editing software
- To properly incorporate Pantone spot colors into design problems
- To experience techniques associated with layout and electronic publishing
- To develop a professional attitude and workmanship towards marketplace

SCAD attendance policy

There are no excused absences. The accumulation of more than four absences will result in the student's failure for the class. Read the student handbook on college wide attendance policies.

Additional attendance policy

Attendance will be recorded at the beginning of the class. We will promptly begin at the scheduled time. Arriving 15 minutes late for four times constitutes one absence. Leaving the class early without a valid reason or permission will be considered as one half attendance for that session.

Grading opportunities:

There are four major projects for each program:
Word, Freehand, Photoshop, and InDesign @ 25 points each which constitutes 50% of the final grade. In addition, there are also ten graded exercises (two exercises from Word, three exercises from Photoshop, three exercises from Freehand, and two exercises from InDesign) @ 5 points each which make up the remaining 50% of your final grade. No make-up's will be given and no late projects will be accepted unless agreed upon under special circumstances.

Grading standards:

The professor reserves the right to add other/additional exam(s) to the course. It is understandable that we all face contingencies in life, therefore, the following grading standards are meant only as a general guideline.

A - Student is very active in class critique and discussions; comes to class prepared at all times and is punctual; completes work on time; displays a sense of commitment to work that is far beyond normal expectations [i.e. more than just doing the assignment]; excels in the conception and execution of projects clearly beyond the basic directives of the instructor. Rarely, if ever, absent from class.

B - Student is active in class critique and discussions; comes to class prepared almost every time; displays a sense of commitment to work that goes beyond normal expectations [i.e. beyond just doing the assignment]; excels in the conception and execution of projects beyond most reasonable norms. Misses one class per quarter.

C - Student is occasionally active in class critique and discussions; comes to class prepared more often than not; displays a reasonable commitment to work within normal expectations [i.e. does what is expected and no more]; is reasonably successful in developing the concept and execution of projects within reasonable norms. Misses class twice and is occasionally late for class.

D - Student is seldom active in class discussions and critique; comes to class prepared only part of the time; displays occasional commitment to work; is mostly unsuccessful in developing concept and execution of projects within reasonable norms. Misses three classes and is frequently late to class.

F - Student is rarely if at all active in class discussions and critiques; rarely comes to class prepared; displays little commitment to work; is usually quite unsuccessful in developing concept and execution of projects within reasonable norms. Misses four classes and is almost always late to class.

100-92 = A	91-90 = A-	
89-88 = B+	87-82 = B	81-80 = B-
79-78 = C+	77-72 = C	71-70 = C-
69-68 = D+	67-62 = D	61-60 = D-
59-0 = F		

Although there are in-between grades for your projects as displayed above, your mid-term and final grades will be assessed by the following:

A = 100-90 B = 89-80 C = 79-70 D = 69-60 F = 59-0

There are five areas of evaluation:

1. Time Management, Personal Development
2. Conceptual Development and Implementation
3. Design elements
4. Creativity, and
5. Presentation and Craftsmanship.

Please refer to a sample grading sheet attached to your syllabus.

Important addenda regarding grade assessment

Note that a student can attend every class and still fail due to lack of quality and process in work. A student can work very hard and attend every class and still receive an average.

Deadline

No assignments will be accepted after the due date specified. There are no exceptions to the rule. This is the nature of our business where professionalism is tantamount to our clients' success. Failure to complete an assignment on time is an automatic failure of that assignment. Students who miss lectures and class discussions must obtain notes for the classes and assignments missed from a classmate prior to the next period. No assignments will be accepted after the due date and time specified. No exceptions! Please make necessary arrangements should you anticipated disruption in your schedule.

Graduate Students

Graduate students enrolled in an undergraduate level course are required to complete the following additional requirements for graduate credit (applies only to 300 level courses and above). Any graduate student enrolled in this class is expected to complete one extra assignment besides the ones listed here. Please make an appointment with the professor to discuss the extra project.

Incomplete

A grade of incomplete may be granted to students who have suffered serious personal illness or critical, emergency circumstances during the academic term, resulting in failure to complete all assignments by the end of the quarter. A student who has missed over 20% of the class sessions may not be eligible for an incomplete. Documentation from a physician is required and must be attached to the petition for a temporary grade of incomplete. Please see the college catalog for additional information on incompletes.

Civility in the classroom

Students are expected to assist in maintaining a classroom environment which is conducive to learning. Students are advised to turn off their cellular phones, beepers or any other forms of irrelevant electronic devices that may be deemed distracting during class. Students are also asked to refrain from eating or drinking in class, making offensive remarks, reading inappropriate materials, sleeping or engaging in any other forms of distraction such as talking while the professor is teaching, checking emails or surfing web-sites during work and exercise sessions, and so forth. Failure to meet these rules will result in minimally, a request to leave class. A more serious form of violation of these rules could result in being considered absent. In case of a violation of this policy, the instructor will talk with the student about the inappropriate behavior immediately and in the case of a second incident; the instructor will refer the student to the Department Chair who will schedule a meeting with the student.

Academic and Safety Policies

Academic Honesty

Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with members of the college community, students must give an accurate representation of the facts at hand. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not a product of the student's own effort is considered dishonest. Student may not submit the same work for more than one class. A student may be suspended or expelled for academic dishonesty. Please refer to the Student Handbook for additional information regarding the policy on academic honesty.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973, SCAD offers integrated educational services to assist students with disabilities to obtain a college education. For more information on services for students with disabilities, please contact the Coordinator of Disability Services at 525-5000.

Classroom Building Safety – Evacuation Information

It is important that each student familiarize himself or herself with the most appropriate route to emergency exists in the classroom building. Emergency exits are indicated on charts posted in classrooms, hallways, or in the stairwells. Should a drill or emergency occur that would require evacuation, the class is to meet in a predetermined location away from the building. Professors will take attendance in an effort to account for all students.

Classroom Building Safety – College Identification Badges

All students must present a valid SCAD photo ID card to greeter or security person upon entering all college buildings. Additionally, all faculty and staff are to wear visible identification badges whenever on college property. These procedures are intended to help ensure the safety of all students and college personnel at SCAD.

Classroom Building Safety – Material Safety Data Sheet

The College is committed to providing a safe environment for students and staff. This commitment is reflected in the development of Material Safety Data Sheets (MSDS) on file in each building. Chemicals and solvents utilized in the building must have an MSDS on file. Please consult the MSDS log before using any chemicals or solvents. The departmental administrative assistant can advise students of the location of the building log. Students and staff who wish to use chemicals and solvents not currently in the MSDS log, must provide appropriate MSDS information to the departmental administrative assistant and receive approval for use.

The real world

While it is the mission of this course to reflect a working structure that mirrors a professional environment, it is important for students to grasp the concept of a real world and that we all envision and embrace principles of inspiration, improvisation, and collaboration while we are at it. More importantly, let's have fun in learning.

Class Schedule:

This schedule is subject to change as the class progresses. Please check with me or your classmate about the change if you miss your class.

M	Jan 6 2002	Class 1	Pre-test. Course overview, syllabus review, Mac basics.
W	Jan 8 2002	Class 2	Microsoft Word lecture, work day. Exercise #1.
M	Jan 13 2002	Class 3	Introduce Project #1 – Résumé and cover letter.
W	Jan 15 2002	Class 4	Microsoft Word lecture, work day. Exercise #2. Project #1 due at the beginning of class. Late projects will not be accepted.
M	Jan 20 2002	Class 5	Adobe Acrobat (PDF) and email lecture, work day.
W	Jan 22 2002	Class 6	<i>MLK holiday. Class to be postponed to Friday (1/24).</i>
F	Jan 24 2002	<i>Make-up class</i>	Raster graphics/Photoshop lecture. Exercise #3. <i>Raster graphics/Photoshop lecture. Exercise #4.</i>
M	Jan 27 2002	Class 7	Introduce Project #2: Artwork for magazine.
W	Jan 29 2002	Class 8	Raster graphics/Photoshop lecture, work day.
M	Feb 3 2002	Class 9	Work day. Exercise #5. Project #2 due at the beginning of class. Late projects will not be accepted. (Midterm week)
W	Feb 5 2002	Class 10	Vector graphics/Macromedia Freehand lecture, work day.
M	Feb 10 2002	Class 11	Introduce Project #3 – Illustration for magazine cover.
W	Feb 12 2002	Class 12	Vector graphics/Macromedia Freehand lecture, work day.
M	Feb 17 2002	Class 13	Exercise #6. Vector graphics/Macromedia Freehand lecture, work day.
W	Feb 19 2002	Class 14	Exercise #7 Vector graphics/Macromedia Freehand lecture, work day.
M	Feb 24 2002	Class 15	Work day. Exercise #8. Project #3 due at the beginning of class. Late projects will not be accepted.
W	Feb 26 2002	Class 16	Page layout/InDesign lecture, work day. Exercise #9.
M	Mar 3 2002	Class 17	Page layout/InDesign lecture, work day.
W	Mar 5 2002	Class 18	Page layout/InDesign lecture, work day. Work day. Exercise #10. Project #4 due at the beginning of class. Late projects will not be accepted.
M	Mar 10 2002	Class 19	Demonstration of additional software not covered in syllabus (if timing allows dictated by the progression of the course).
W	Mar 12 2002	Class 20	Demonstration of additional software not covered in syllabus (dependent upon the progression of this course). Presentation of all projects. Post test.

Student's name _____ Date _____
 Project _____

	(4.0)	(3.5)	(3.0)	(2.5)	(2.0)	(1.5)	(1.0)
1. Meet daily requirements (sketches, printouts, reports)							
2. Demeanor in class (determined, attentive, highly motivated, persistent)							
3. Comprehend verbal and written directions well. (Interpret and incorporate suggestions and critiques from instructor and colleagues)							
4. Actively participate, contribute in critiques with solicitous and intelligent comments							
5. Well-rounded research during initial and throughout duration of project							
	4.0	3.5	3.0	2.5	2.0	1.5	1.0
1. Analytically explore ideas in quality and quantity							
2. Accurately target intended audience through concept and style							
3. Successfully communicate the message (addressing who-what-where-when-why-how)							
4. Demonstrate excellent manual/technical/computer skills							
5. Development and execution of overall concept							
	4.0	3.5	3.0	2.5	2.0	1.5	1.0
1. Demonstrate skills in creating visual hierarchy (compatibility/consistency)							
2. Typography (spacing, kerning, leading, point size, etc.)							
3. Pay meticulous attention to typeface (sensitivity to spelling, widows, orphans)							
4. Color selections (contrast, balance, etc.)							
5. Choice of photographs/illustrations/graphics							
6. Demonstrate extra efforts in creating own art/finding suitable artwork							
7. Effectiveness and usefulness (user-centered, useful, user-friendly)							
8. Functionality and practicality of the overall design (logical, operational)							
9. Overall design (concept, typography, graphics, color, etc.)							
	4.0	3.5	3.0	2.5	2.0	1.5	1.0
1. Discovery, invention, and innovation (explorative, experimentation, introduce something new)							
2. Imaginative (innovative, disregard tried and true methods, thinking outside the box)							
3. Originality (new, outrageous ideas, unique, unconventional)							
4. Adventurousness (intellectual, risk-taking, competitive, exploratory)							
	4.0	3.5	3.0	2.5	2.0	1.5	1.0
1. Well executed and visually pleasing presentation							
2. Excellent and professional craftsmanship. Free from imperfections							

Absences _____ Tardiness _____
 Additional comments _____

100-92 = _____
 91-90 = _____
 89-88 = _____
 87-82 = _____
 81-80 = _____
 79-78 = _____

77-72 = _____
 71-70 = _____
 69-68 = _____
 67-62 = _____
 61-60 = _____
 59-0 = _____
