Course and Section Number:
ARTC-1313-83701: Digital Publishing I
(cross-listed with ARTC-1353-83701)

Semester:
Spring 2019 Tuesday Evening Classes: January 29, 2019 – May 14, 2019

Credit Hours:
3 credit hours

Class Meeting Days and Times:
Tuesday Evenings
5:40PM - 9:30PM

Room:
T255

Instructor Information:
Instructor's name: Linda Lum
E-mail address: llum@dcccd.edu
Office and Mail Box Location: A110 - ACCESS Office
Richland phone: 972-238-6140 (ACCESS Office) - leave message
Work phone: 214-458-0863

Disclaimer reserving right to change syllabus:
The instructor reserves the right to amend this syllabus as necessary.

Prerequisite:
None

Course Description:
The fundamentals of using digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout.

End-of-Course Outcomes:
Apply fundamentals of page layout; define typographic terminology and specifications; import text and graphics into page layout programs; discuss file formats and file management techniques.

SCANS Skills:
The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. Richland College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards this goal, these workplace competencies and foundation skills have been designed into the curriculum for this course:

- Creative Thinking - *generate new ideas*
- Visualize (Seeing Things in the Mind's Eye) - *organizes, and processes symbols, pictures, graphs, objects, and other information*
- Materials and Facilities - *Acquire, store allocate and use materials or space efficiently*
Required Lab Hours:
Students are required to spend at least 2 extra hour(s) per week outside of class working on student projects.

This course contains lecture and lab components, both held during the posted class times. Students may need to put in additional time in the Multimedia Learning Center to complete assignments.

Multimedia Learning Center Information and Hours of Operation:
The Multimedia Learning Center (972-238-6001) is located in Thunderduck Hall, T246 and is for all currently enrolled Multimedia and Game students to use for Multimedia and Game class work and projects.

Lab assistants and faculty are usually in the lab to answer questions, however multimedia tutoring is not available in the lab.

For the current lab hours, go to:

The other campus computer lab for credit student use is Del Rio, D229.

All Multimedia (credit and continuing education) students must show a Student ID Card to use the lab and check out any equipment. IDs are available at the Office of Student Life in El Paso Hall, E040.

Textbooks:
Required textbooks:
Adobe InDesign CC Classroom in a Book (2019 release)
Adobe Creative Team
9780135262153
Adobe Press

Optional textbooks:
Adobe Creative Cloud Design Tools All-in-One for Dummies 2nd Edition
Jennifer Smith
9781119420408
For Dummies / Wiley

Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation 2nd edition
Gordon, Schwartz & Jansen
9780134878393
Pearson

Supplies:
Required Supplies for all Courses: headphones and some kind of external storage: jump drives, external hard drives, blank CD-Rs/DVDs or cloud storage like Dropbox.

Course Outline:

<table>
<thead>
<tr>
<th>Lecture/ Unit</th>
<th>Chapter</th>
<th>Quiz</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
## Unit 1:
### Adobe InDesign
Learn how to create a new document in InDesign, add visual elements, graphics, and text, as well as apply color to objects. You’ll also learn how to submit your design as a Portable Document Format (PDF) for review and as a press-ready PDF for printer production.

Learning InDesign to produce print and digital media publications. Understanding Adobe InDesign. Identify and understand different elements of the InDesign CC interface.

- Define common panels and clarify their usage.
- Identify tools and their functionality.
- Navigate through an InDesign document and change zoom levels.
- Organize and customize the InDesign workspace.
- Identify the correct document intent given a job scenario.

### Chapter 1: Getting started with InDesign

### Chapter 2: Working with Objects: Text and Graphic Frames,

### UNIT 1 QUIZ

### Unit 1 Assignment
Practice Creating Text and Graphic Frames in InDesign

### Unit 1 Project
POSTCARD DESIGN
Feb 19

## Unit 2:
### Adobe InDesign:
Create a multicolumn layout. Add master items to master pages. Apply master pages to document pages. Work with spot colors. Use dummy text to create a design proposal. Thread stories across multiple pages.

Wrap text around images. Add form elements. Create an interactive PDF form.

### Chapter 3: Creating Freeform Shapes and Lines
Placing and Linking Content
Working with Color
Type Formatting and Text Frame options
Transparency and Effects

### Chapter 5: Text Formatting with Styles
Preflight and Packaging for print delivery
Exporting to a Web Image Format

### UNIT 2 QUIZ

### Unit 2 Assignment
Layout and Formatting Type

### Unit 2 Project
CREATING A DISNEY MOVIE POSTER
Due Mar 19

## Unit 3:
### Adobe InDesign:
Working with Typography. Learn the many TYPE feature tools to create interesting type design. Use the type tool to experiment with typographic controls in the final development of the design. Explore the many features for fine-tuning typography, including drop caps for leading the eye into a paragraph, Optical Margin Alignment for hanging punctuation outside the edge of a frame and precision spacing and character-spacing controls, and the ability to automatically balance text in columns.

Assignments
Customize and use the baseline grid
Adjust vertical and horizontal text spacing
Change fonts and type styles
Insert special characters from OpenType fonts

### Chapter 3
Chapter 5
Flowing Text

### Chapter 6
Editing Text

### Chapter 7
Typographic Design

### UNIT 3 QUIZ

### Unit 3 Assignment
Typographic Design

### Unit 3 Project
BUSINESS CARD, LETTERHEAD AND RESUME DESIGN
Due April 23
Grading Procedure:

<table>
<thead>
<tr>
<th>Grading Legend</th>
<th>Points Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>A = 90 – 100 points</td>
<td>Assignments - 30 points</td>
</tr>
<tr>
<td>B = 80 – 89 points</td>
<td>Tests/Quizzes - 20 points</td>
</tr>
<tr>
<td>C = 70 – 79 points</td>
<td>Midterm Project - 20 points</td>
</tr>
<tr>
<td>D = 60 – 69 points</td>
<td>Final Project - 30 points</td>
</tr>
<tr>
<td>F = 0 – 59 points</td>
<td>TOTAL - 100 points</td>
</tr>
</tbody>
</table>

Grade Reports:
Final grade reports are not mailed to students. You may view your final grades via eConnect at econnect.dcccd.edu. From the Current Credit Student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button, and all grades for the selected grade type will be shown.

Academic Calendar:
2019 Spring Tuesday Evening Flex Term Classes Multimedia/Photography Calendar

January 29, 2019 – May 14, 2019
Wednesday Evening Flex Term only.
Regular classes, Saturday only courses and Online Flex Term courses have different calendars.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 21 (M)</td>
<td>MLK Holiday: campus closed, including lab.</td>
</tr>
<tr>
<td>January 20 (Sa)</td>
<td>First Saturday the Multimedia Lab will be open.</td>
</tr>
<tr>
<td>January 29 (T)</td>
<td>Tuesday Evening Flex Term Courses begin.</td>
</tr>
<tr>
<td>February 11 (M)</td>
<td>12th Class Day / Census Day for Tuesday Evening Flex Term classes. Last day to drop a Tuesday Evening Flex Term course without receiving a &quot;W&quot; on transcript.</td>
</tr>
<tr>
<td>February 28 (R)</td>
<td>Professional Development Day -- Thursday and Friday day classes will not meet. Friday evening, Saturday and Sunday classes will meet; lab will be open.</td>
</tr>
<tr>
<td>March 1 (F)</td>
<td>Professional Development Day -- Thursday and Friday day classes will not meet. Friday evening, Saturday and Sunday classes will meet; lab will be open.</td>
</tr>
<tr>
<td>March 11 - 17 (M-Su)</td>
<td>Spring Break: College buildings &amp; offices (including the lab) will be closed for the week.</td>
</tr>
<tr>
<td>March 30 (F-Su)</td>
<td>Spring Holiday: College buildings &amp; offices (including the lab) will be closed for the holiday.</td>
</tr>
</tbody>
</table>
April 18 (R) Final Withdraw Date: Last Day for Tuesday Evening Flex Term classes to withdraw with a grade of "W".

May 11 (Sa) Last Saturday lab is open for the semester.

May 14 (T) Final Exam Day for Tuesday Evening Flex Term courses.

May 16 (R) Semester Ends. Last day lab is open for the semester.

Drop Date:
February 11 (M) is the last day to drop from this course without receiving an automatic "W" and without the course reflecting on your transcript.

Withdrawal Date:
April 18 (R) is the last day to withdraw from this course with an automatic "W".

Institutional Policies:
Institutional Policies are available at: www.richlandcollege.edu/syllabipolicies

Classroom Policies:
Please read the following classroom policies listed below.

Attendance Policy:
In order to be successful, students must attend and participate in enrolled courses.

While Richland College does not have a formal attendance policy, students are expected to attend class regularly. If you know you will be missing classes this semester, please speak to your instructor about days you will be missing so you can receive information on the missed lessons and assignments.

If you are unable to attend class, please email the instructor or leave a message for the instructor at the ACCESS Office at (972) 238-6140 BEFORE THE CLASS BEGINS.

It is imperative students arrive to class on time and remain in class the entire session each week.

Food and Drink Policy:
Except where otherwise determined by a faculty member, no eating or drinking is allowed in the classroom.

Web Server Posting Policy:
The Richland Student Web Server is open to all users of the World Wide Web. Any information students or instructors place in their files is readable by any user of the World Wide Web.

Computer/Internet Use Policy:
Currently enrolled Richland College Multimedia, Game, and Photography students have access to the Multimedia Lab and classroom computers for Multimedia/Game/Photography educational and instructional purposes only.

Please use the Del Rio Computer Lab (D229) for other school-related assignments and non-Multimedia/Game/Photography activities.

Students using their own laptops must use the wireless connection in the Thunderduck Hall building and cannot use the Multimedia lab and classroom computer data lines to access the Internet.

You are required to show your Richland Student ID when requested by lab personnel. You are expected to follow lab policies as well as the Student Code of Conduct specified in the catalog. If the link does not work
Safety Policy:
Students should participate in this class in a safe, appropriate manner. We occasionally have to step over cords for the multimedia cart and/or computer equipment. We also need to watch out for boxes and paper, students' backpacks, etc. Students should begin to build good computing habits, designed to prevent eyestrain, carpal tunnel syndrome, etc.

Handheld Devices Policy:
Please turn OFF all electronic devices during class.

Participation Policy:
Course participation is required. Ask questions and be involved with the lesson.

Students should not surf the Net, play games, send emails or work on unrelated homework/projects during class. Students should not disturb your neighbors during lectures and demos.

End of Each Class Policy (for face-to-face classes):
When you leave class for the day, please...

1. Delete all your files from your workstation and empty the trash.
2. Shut down your computer using Windows Shut Down.
3. Turn off your monitor after computer has COMPLETELY shut down.
4. Pick up and throw away any trash around your seat.

Attention Continuing Education Students:
To receive a certificate for this course, you must make a grade of "C" or higher as a final grade. A grade average of 69% or lower is failing.

Continuing Education will not mail your certificate to you. If you do not receive your certificate the last day of class you will have to pick up your certificate at the Continuing Education Front Desk, T160.

Department Web Sites:
http://www.richlandcollege.edu/multimedia
https://richlandcollege.edu/ebt/photography/
http://www.rlc8.dcccd.edu/game/

The Multimedia Learning Center is part of the Richland College School of Engineering and Technology. Office: Wichita Hall, WH-101 • Phone: 972-238-6210.

Student Acknowledgement:
Please download, read and sign this Student Acknowledgement and turn it in to your instructor. Or you can paste this URL into your browser window:
http://www.mmlab2.rlc.dcccd.edu/calendar/StudentAcknowledgement.pdf