ADV 1161

Publication Media

Course Description Maximum Credits: 3.0 Class Hours per week: 2.0 Lab Hours per week: 2.0	Students learn basic typography and page assembly techniques including elements, measurements, fonts, settings and configurations, proofreading mark-ups and corrections, altered file naming conventions and storage organizations. The course also emphasizes the proper use of keyboard controls and the relationship of type to page assembly. Students learn to use industry standard software such as InDesign on the Macintosh operating system. In addition there will be an emphasis on student mastery of industry terminology.
Prerequisites	ENG 0920W, ENG 0920R or CUNY certification in reading, writing and mathematics
Instructor	S. Libby Clarke Email: sclarke@citytech.cuny.edu Office Hours (by appointment only): N1126, 2pm to 3pm Mondays, 9am to 10am Thursdays

Course Objectives

INSTRUCTIONAL OBJECTIVES: **To successfully complete this course, students should be able to:**	ASSESSMENT: **Evaluation methods and criteria**
Understand and implement the basics of page layout.	Students will demonstrate competency via assigned projects: alignment, font usage, leading, tracking, high-resolution graphics are critiqued.
Create a visually pleasing composition including typography, images, color, and page grid.	Students will demonstrate competency with page layout principles in homework and in-class assignments.
Prepare a final layout for output according to industry standards.	Students will demonstrate skills in preparing printer-ready files with bleed and crop marks.
Understand and use industry terminology.	Students will demonstrate knowledge of this vocabulary in page composition, class discussion and an exam.
Demonstrate efficiency with industry standard page layout software such as InDesign, including master pages, styles sheets, font folders and libraries.	Students will exhibit knowledge of page layout software through an examination.

Teaching/Learning Method	Lectures Discussion and Readings Critiques Software Tutorials Project-based Labs **Class website: http://openlab.citytech.cuny.edu/clarkeadv1161/**

Required Text	None

Suggested Texts	*Basics of Design: Layout & Typography for Beginners* Lisa Graham ISBN-10: 1401879527 *InDesign CS5 for Macintosh and Windows: Visual QuickStart Guide* Sandee Cohen ISBN-10: 0321705203

Attendance (College) and Lateness (Department) Policies	A class roster roll will be taken at the beginning of each class. **Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).** Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Academic Integrity Standards	Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Grading	Project #1: Poster	15%
	Project #2: Brochure	15%
	Project #3: CD cover and booklet	15%
	Project #4: Two-page editorial spread, cover and TOC	15%
	Two exams:	20%
	Two quizzes	10%
	Class Participation/Professionalism	10%

Statement	I reserve the right to change the syllabus or grading formula as I see fit, given the composition and progress of the class. I will notify the class as to these changes in writing in a timely fashion.

Class Policies	No late work will be accepted. No Facebooking or texting during class. Respect your classmates as you would be respected. You will turn in electronic versions of your homework to my dropbox at the beginning of class (and as hard copies). I will not accept homework via email.

Week	Lecture Topic	Laboratory Exercise	Homework Assignment
1	**Design Process** **Introduction to the Macintosh platform and InDesign desktop:** Desktop, keyboard, mouse, icons, menus, dialog boxes, keyboard shortcuts, balloon help, tool box, palettes, ruler, guides, document set-up, objects **Posters:** The form, its history, the possibilities **Design Elements & Principles** Introduction **Vocabulary**	**Compare** the Macintosh Finder and InDesign desktops **Skill Drills:** Handling files Type introduction **Thumbnails for Project 1: Poster**	**Read material on website** **Roughs for Project 1: Poster** Black and white, purely typographic in nature. I will give you a selection of fonts with which to work.
2	**File management in InDesign:** Create new document, open document, save and save as, revert to saved, duplicate, print, document setup and page setup, view options, close and quit. **Text Boxes – items and content:** Create text box, delete box, move box, resize box, input text, text overflow, select text, edit text (copy, cut, paste), delete text, clipboard, run-around, frame, text inset, rotate, layer boxes, wrap text, columns, type on a path **Handling content in InDesign:** Layers, Search and Replace, Check Spelling **Design Elements & Principles** **Vocabulary**	**Practice file management exercises** Revise document and page setups **Review reading and thumbnails for Project 1: Poster** **Skill Drills:** Handling fonts Pica calculation How to meet deadlines	**Read material on website** **Comps for Project 1: Poster** Working in InDesign, put together rough drafts of your best 2 ideas. You may use placeholder text and elements for this round.
3	**Lines and other elements:** Draw, style, resize, move; line tool vs. underlining vs. framing Libraries: Create, open, add and delete library entries, retrieve a library entry, label a library entry, importing from library **Fills, strokes, effects** **Color Introduction** **Design Elements & Principles** **Vocabulary**	**Review reading and comps for Project 1: Poster** **Skill Drills:** Color introduction Finalizing comps **Presenting your work:** Demo of mounting your final pieces	**Read material on website** **Finals for Project 1: Poster** Using InDesign, you will complete your posters. They need to be printed out and mounted as I showed you in class. I will not accpet unmounted work, or work that has been mounted incorrectly.
4	**Multiple items – combining elements of a page layout:** Group, ungroup, modify grouped items, lock, duplicate, step and repeat, copy item between documents, align items, distribute items, layers, anchor a box **Letterhead, Business Card, and Envelope:** Possibilities and considerations **Design Elements & Principles** **Vocabulary**	**Review reading and final pieces for Project 1: Poster** **Thumbnails:** Letterhead, Business Card, and Envelope **Skill Drill:** Multi-size artboards **Quiz 1**	**Roughs for Project 2: Letterhead, Biz Card, and Envelope** You will design a full set of business stationery for yourself, using 2 colors and no imagery **Read material on website**
5	**Color:** Create new colors, edit colors, spot color, process color, apply color (background, type, lines), color blends **Typographic Hierarchy** **Design Elements & Principles** **Vocabulary**	**Review reading and roughs for Project 2: Letterhead, Biz Card, and Envelope** **Skill Drills:** Typographic hierarchy Color	**Comps for Project 2: Letterhead, Biz Card, and Envelope** **Read material on website**

Week	Lecture Topic	Laboratory Exercise	Homework Assignment
6	**Points and Paths:** Pen points, drawing lines, drawing curves, changing curves with corner points, modifying paths, modifying points, adding or deleting points on paths **Design Elements & Principles** **Vocabulary**	**Review reading and comps for Project 2: Letterhead, Biz Card, and Envelope** **Skill Drill:** Outputting documents	**Finals for Project 2: Letterhead, Biz Card, and Envelope** **Read material on website**
7	**Text: Flow – linking and pages:** Import text, linking, jump lines, auto page insertion, insert, delete, move, page navigation **Brochures:** Examples and possibilities **Design Elements & Principles** **Vocabulary**	**Review reading and finals for Project 2: Letterhead, Biz Card, and Envelope** Import text into a document. Create links and pages. Edit pages in a document **Thumbnails for Brochure** **Skill Drills:** Images Scanning	**Roughs for Project 3: Brochure** You will create a 3-fold brochure, designed to fit letter-sized paper. You may use images and work with color.
8	**Text: Style – paragraph formats:** Alignment, indents, leading, spacing, keep lines together, insert line break, hanging indents, automatic drop caps, tabs, paragraph rules, hyphenation, H&J **Design Elements & Principles** **Vocabulary and Program Usage Review**	**Review reading and roughs for Project 3: Brochure**	**Prepare for Midterm Exam** **Comps for Project 3: Brochure** **Read material on website**
9	**Midterm Exam** **Text: Style – typography and character specifications:** Font, type size, type style, horizontal scale, alignment, tracking and kerning, baseline shift, special characters **Design Elements & Principles** **Vocabulary**	**Midterm Exam** **Review reading and comps for Project 3: Brochure** **Skill Drill:** Typography: kerning, etc.	**Finals for Project 3: Brochure** **Read material on website**
10	**Style Sheets:** Why and how to use style sheets, create, delete, "based on" option, apply, edit a style sheet, append style sheets **Tabs and Tables:** TOC, basic tables **Two-page editorial spread, cover and TOC:** examples and possibilities **Design Elements & Principles** **Vocabulary**	**Review reading and finals for Project 3: Brochure** **Thumbnails for Project 4: Two-page editorial spread, cover and TOC** Practice using style sheets. Create a style sheet and apply to a document. **Skill Drill:** Style Sheets	**Roughs for Project 4: Two-page editorial spread, cover and TOC** You will write and design a 2 page editorial spread, the cover of the magazine it goes in, and a table of contents leading to your article **Read material on website**
11	**Master Pages:** What is a master page, automatic page numbering, create, modify, name, apply, duplicate, modify margin and column guides, number sections **Design Elements & Principles** **Vocabulary**	**Review reading and roughs for Project 4: Two-page editorial spread, cover and TOC** Edit a document using grouping, step and repeat, alignment, anchored boxes	**Comps for Project 4: Two-page editorial spread, cover and TOC** **Read material on website**
12	**Editing and Preferences:** Search and replace, find/change, font usage, check spelling (word, story, document), create or open an auxiliary dictionary, edit an auxiliary dictionary, default settings, general preferences, typographic preferences, tool preferences **Design Elements & Principles** **Vocabulary**	**Review reading and comps for Project 4: Two-page editorial spread, cover and TOC** **Quiz 2**	**Finals for Project 4: Two-page editorial spread, cover and TOC** **Read material on website**

Week	Lecture Topic	Laboratory Exercise	Homework Assignment
13	**Troubleshooting:** Preflight and packaging **Design Elements & Principles** **Vocabulary**	**Review reading and finals for Project 4: Two-page editorial spread, cover and TOC**	**Rework magazine files for the EPub workshop if necessary** **Read material on website**
14	**Interactive PDFs:** Examples and Possibilities **Vocabulary and Program Usage Review** **Design Elements & Principles Review**	**Interactive PDF Workshop**	**Study for Final Exam** **Prepare Final Portfolio** **Read material on website**
15	**Final Exam**	**Vocabulary and Program Usage examinations** **Final Portfolio Review**	