Department of Advertising Design & Graphic Arts
Publication Media

ADV1161, section 7125, Tues 8:00am - 11:20am   **Spring 2013**

Instructor: Mary Brown

Email: mbrown@citytech.cuny.edu

Phone: 201-407-9502; Office: P-100, (Please request time in advance)

Course Description
Students learn basic typography and page assembly techniques including elements, measurements, fonts, settings and configurations, proof-reading 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.

2 class hours, 2 lab hours, 3 credits

Required Text(s) & Resource
Basics of Design: Layout & Typography for Beginners.
    Lisa Graham; Delmar/Thomson Learning, Albany, NY; 2005. *www.delmar.com*

Course OpenLab Site: *http://openlab.citytech.cuny.edu/mbrownadv116-7123*

Course Reference Text(s)
Visual QuickStart Guide: CS5 for Macintosh.
    Sandee Cohen; Peachpit Press, Berkeley, CA; 2012. *www.peachpit.com*

Graphic Design Solutions, 3rd Edition.
    Robin Landa; Delmar Cengage Learning, Albany, NY; 2005. *www.delmar.com*

Projects/Grading
20%	**Project #1**	Poster
20%	**Project #2**	Brochure
20%	**Project #3**	CD cover and booklet
20%	**Project #4**	Two-page editorial spread, cover and TOC
10%	**Class/Homework**	
10%	**Final exam**	Vocabulary and Terminology

College Attendance Policy (Student Handbook Page 13):
You are expected to attend each class meeting. You may be absent without penalty for no more than 10% of the class instructional hours (including all courses with laboratory, clinical or fieldwork) during the semester. Unless a department has specified in writing a different attendance policy, this College policy shall govern as follows:

Class Meets	Allowable Absence
1 time per week	2 absences per semester
2 times per week	3 absences per semester
3 times per week	4 absences per semester

ADGA Department Lateness Policy
A class roster roll will be taken at the beginning of each class. Only two absences (see college policy above) are 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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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).

College Academic Integrity Policy (Student Handbook Page 77):
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.

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Course Schedule

Week	Topic	Lab Exercise	Homework Assignment
Week 1 Jan 29	1-Class OpenLab Website Introduction 2-Introduction to the Macintosh platform and InDesign Getting familiar with the InDesign workspace	In class InDesign tour	• Read Chapter 1: "Before You Begin to Design" • Thumbnails for **Project 1**
Week 2 Feb 5	Setting up Documents and Working with Pages	In class exercise • Review Chapter 1 • Rreview thumbnails for **Project 1**	• Read Chapter 2: "Emphasis" • Rough layout for **Project 1**
Week 3 Feb 14 (Thursday)	Working with Objects and Graphics Homework Assignment	In class exercise • Review Chapter 2 • Review roughs sketchs/layouts for **Project 1**	• Read Chapter 3: "Contrast" • Updated rough layout for **Project 1**
Week 4 Feb 19	Working with Text/How to Flow Text	In class exercise • Review Chapter 3 • Review roughs for **Project 1**	• Final prepared for **Project 1** • Thumbnails for **Project 2**
Week 5 Feb 26	Working with Text/Editing Text	In class exercise • Class critique for **Project 1** • Review thumbnails for **Project 2**	• Read Chapter 4: "Balance" • Rough layout for **Project 2**
Week 6 Mar 5	Working with Typography and InDesign	In class exercise • Review Chapter 4 • Review rought layouts for **Project 2**	• Read Chapter 5: "Alignment" • Update rough layout for **Project 2**
Week 7 Mar 12	Working with Color	In class exercise • Review Chapter 5 • Review roughs for **Project 2**	• Read Chapter 6: "Repetition" • Final prepared for **Project 2** • Thumbnails for **Project 3**
Week 8 Mar 19	Styles: Paragraph, Character, Objects, Tables	In class exercise • Review Chapter 6 • Class critique for **Project 2** • Review thumbnails for **Project 3**	• Rough layout for **Project 3**
Week 9 Apr 9	Graphics: Importing and Making Modifications	• In class exercise • Review roughs for **Project 3**	• Read Chapter 7: "Flow" • Update rough layout for **Project 3**

Week	Topic	Lab Exercise	Homework Assignment
Week 10 Apr 16	**Working with Tables**	In class exercise • Review Chapter 7 • Review rough layouts for **Project 3**	• Final prepared for **Project 3** • Thumbnails for **Project 4**
Week 11 Apr 23	**Using Transparency**	In class excercise • Class critique for **Project 3** • Review thumbnails for **Project 4**	• Rough layout for **Project 4**
Week 12 Apr 30	**Output and Exporting**	In class exercise • Review rough for **Project 4**	• Update rough layout for **Project 4**
Week 13 May 7	**Interactive Documents**	In class exercise • Review rough layouts for **Project 4**	• Final prepared for **Project 4**
Week 14 May 14	• **Final Projects** • **Review for Final**	• Review for class final exam • Class critique for **Project 4**	Study for final exam
Week 15 May 21	**Final Exam**	Vocabulary, terminology and InDesign usage examination	