



New York City College of Technology
The City University of New York

Department of Advertising Design & Graphic Arts Publication Media

ADV1161, section 7126, Mon 8:00am - 11:20am

Fall 2012

Instructor: Mary Brown

Email: mbrown@citytech.cuny.edu

Phone: 201-407-9502

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/mbrownavd1161>

Course Reference Text(s)

Visual QuickStart Guide: InDesign 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
20%	Two exams	1-Vocabulary 2-Program usage

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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 Aug 27	Introduction to the Macintosh platform and InDesign desktop: Desktop, keyboard, mouse, icons, menus, dialog boxes, keyboard shortcuts, balloon help, tool box, palettes, ruler, guides Class OpenLab Website Introduction	Compare the Macintosh Finder and InDesign desktops	Read Chapter 1: "Before You Begin to Design" Thumbnails for Project 1—Poster
Week 2 Sept 10	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	Practice file management exercises. Revise document and page setups Review Chapter 1 and Thumbnails for Project 1—Poster	Read Chapter 2: "Emphasis" Roughs for Project 1—Poster
Week 3 Sept 24	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	Edit and set specifications for text in a layout. Follow instructions to create text boxes in a new document. Review Chapter 2 and Roughs for Project 1—Poster	Read Chapter 3: "Contrast" Comps for Project 1—Poster
Week 4 Oct 1	Text Flow - linking and pages: Import text, linking, jump lines, auto page insertion, insert, delete, move, page navigation	Import text into a document. Create links and pages. Edit pages in a document Review Chapter 3 and Comps for Project 1—Poster	Prepare Project 1—Poster for class critique; no reading assignment
Week 5 Oct 10	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	Reformat text into specified paragraph styles Class critique for Project 1—Poster	Read Chapter 4: "Balance" Thumbnails for Project 2—Brochure
Week 6 Oct 15	Text Style - typography and character specifications: Font, type size, type style, horizontal scale, alignment, tracking and kerning, baseline shift, special characters	Style type based on instructions provided Review Chapter 4 and Thumbnails for Project 2—Brochure	Read Chapter 5: "Alignment" Roughs for Project 2—Brochure
Week 7 Oct 22	Pictures & Scans: Review of box features, guides for positioning, bleed, import, resize, crop, delete, convert picture box shape, polygons, rotate, frame, style, wrapping text around a picture, layering a picture behind text, update picture, save page as EPS. Introduction to image scanning.	Import pictures and modify picture boxes. Combine pictures and text in a layout according to instructions Review Chapter 5 and Roughs for Project 2—Brochure	Read Chapter 6: "Repetition" Comps for Project 2—Brochure

Week	Topic	Lab Exercise	Homework Assignment
Week 8 Oct 29	Lines: 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	Add line elements to a layout. Set up a library. Import contents from libraries Review Chapter 6 and Comps for Project 2—Brochure	Prepare Project 2—Brochure for class critique; no reading assignment
Week 9 Nov 5	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	Edit a document using grouping, step and repeat, alignment, anchored boxes Class critique for Project 2—Brochure	Read Chapter 7: “Flow” Thumbnails for Project 3—CD cover and booklet
Week 10 Nov 12	Color: Create new colors, edit colors, spot color, process color, apply color (background, type, lines), color blends	Apply color to elements based on instructions. Create and edit colors in a document. Place a color blend in a text box Review Chapter 7 and Thumbnails for Project 3—CD cover and booklet	Roughs for Project 3—CD cover and booklet Thumbnails for Project 4—Two-page editorial spread, cover and TOC
Week 11 Nov 19	Style Sheets: Why and how to use style sheets, create, delete, “based on” option, apply, edit a style sheet, append style sheets	Practice using style sheets. Create a style sheet and apply to a document. Review Roughs for Project 3—CD cover and booklet and Thumbnails for Project 4—Two-page editorial spread, cover and TOC	Comps for Project 3—CD cover and booklet Roughs for Project 4—Two-page editorial spread, cover and TOC
Week 12 Nov 26	Master Pages: What is a master page, automatic page numbering, create, modify, name, apply, duplicate, modify margin and column guides, number sections	Edit a document using master pages. Add master pages to a document, and organize with sections and pagination. Review Comps for Project 3—CD cover and booklet and Roughs for Project 4—Two-page editorial spread, cover and TOC	Prepare Project 3—Brochure: CD cover and booklet for class critique Comps for Project 4—Two-page editorial spread, cover and TOC
Week 13 Dec 3	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	Perform global editing and styling tasks according to instructions. Compare results of different preference options Class critique for Project 3—CD cover and booklet for class critique Review comps for Project 4—Two-page editorial spread, cover and TOC for class critique	Prepare Project 4—Two-page editorial spread, cover and TOC for class critique
Week 14 Dec 10	Vocabulary and Program Usage Review	Vocabulary and Program Usage review for examinations Class critique for Project 4—Two-page editorial spread, cover and TOC	Study for Vocabulary and Program Usage examinations
Week 15 Dec 17	Two Examinations	Vocabulary and Program Usage examinations	