

CSAT 3316: ADVANCED PUBLICATION DESIGN

11am-12.15pm, Monday and Wednesday | August – December, 2015 | Room BAB 302, SRSU

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Office Hours: MTWR, 12.20-1.55pm, and by appointment

Course Introduction

This class is a continuation of ART 2313 Design Communication I / CSAT 2316 Computer Layout Design / JOUR 3302 Layout and Design.

In this class you will create a series of traditional and interactive publications using Adobe InDesign, in order to learn how to organize text and images, and flow information over a narrative so that it is easily read and understood by your reader.

Learning Objectives

In this course, you will:

- Continue exploring *Adobe InDesign* through a series of publication design projects.
- Continue to experiment with imagery and placement, size, style, orientation, and color of text to convey narratives
- Work in a team to build an exhibition poster and brochure for the Museum of the Big Bend
- Take your design experience learned over this class and apply it to three real-life projects – making an interactive version of the Sul Ross *Skyline*, redesigning the print version of the *Big Bend Gazette*, and building an interactive version of the *Big Bend Gazette*.

Grading and Evaluation

Your class grade will be made up of class projects and attendance and participation in discussions and critiques. All assignments will be evaluated for effort, technical ability, concept, execution, and presentation.

Each project will be graded on a scale from 0-100%.

Please note that work submitted **no later** than the beginning of class, the day of the deadline, will be graded. **Any work submitted *one minute* past the beginning of class will be awarded a zero. There are no exceptions to this rule.**

Your final class grade will consist of:

- Projects : 70%
- Attendance, participation, and in-class exercises : 15%
- Final exam : 15%

Materials and Text

- 4GB (at least) jump/flash drive
- Access to a digital camera
- Pencil and sketchbook (lined is fine)

No textbook is required for this course but a jump-drive is essential for saving your work. You are expected to back up your projects to another location, such as at a free service like www.dropbox.com or www.google.com/drive. Not submitting a project because you lost your jump-drive or some other technical difficulty will not be accepted as an excuse and will earn you a zero for that project.

Software Availability

Besides access to the software in computer lab, you can find Photoshop and Illustrator in the library on the second floor, in FAB 207, and the ACR computer labs. Provided you have your own computer, a fully-working 30-day trial version of Photoshop and Illustrator can be downloaded from Adobe.

Rules and expectations

Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Six (6) absences result in you being dropped from the course with a grade of “F” as per Sul Ross State University policy. Five (5) unexcused absences will result in a zero for your attendance and participation grade. Arriving to class **on time** is also essential – **arriving late more than two times will be counted as one absence. Lateness is defined as 15-minutes after the start of class. Leaving before class ends will result in you being marked absent.**

Below is a guide to how much each absence impacts your attendance and participation grade.

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|---------------------------------|------|--------------------------------|--------|
| • One (1) unexcused absence: | -20% | • Four (4) unexcused absences: | -80% |
| • Two (2) unexcused absences: | -40% | • Five (5) unexcused absences: | - 100% |
| • Three (3) unexcused absences: | -60% | • Six (6) unexcused absences: | FAIL |

No cell phone usage. No social-networking websites. No instant-messaging. No checking personal emails. Headphones and earbuds are allowable **ONLY** when you are working, but not when the professor or a fellow student is speaking. **Doing any of these, or anything I consider disruptive to the class, will drastically drop your attendance and participation grade. You may be also asked to leave the class and will be marked absent for that day.**

Late work will not be accepted.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

ADA Needs

It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If a student would like to request such accommodations because of a physical, mental, or learning disability, please contact the ADA Coordinator in the Ferguson Hall, room 112 or call (432) 837-8691. Please relate all requests for special accommodations to the instructor by the third class period.

Please note that this syllabus is subject to change.

COURSE SCHEDULE

Note – Numbers in parentheses (x) denote the folder images are stored in.

WEEK ONE

- Aug 24 (M): Class introduction and syllabus overview.
Download the *Advanced Publication Design files* zip file from *subross.blackboard.com* and save it to your personal space. Ensure that you unzip the files before using.
PROJECT #1– Wrong Typeface
- Aug 26 (W): Continue working on project #1(Wrong Typeface)

WEEK TWO

- Aug 31 (M): **DUE TODAY – Wrong Typeface.**
PROJECT #2– Environmental Beauty
- Sept 2 (W): Continue working on project #2 (Environmental Beauty)

WEEK THREE

- Sept 7 (M): **---LABOR DAY---**
- Sept 9 (W): **DUE TODAY – Environmental Beauty.**
PRESENTATION: Grids
PROJECT #3 – Grids I-III

WEEK FOUR

- Sept 14 (M): Continue working on project #3 (Grids I-III)
- Sept 16 (W): Continue working on project #3 (Grids I-III)

WEEK FIVE

- Sept 21 (M): Continue working on project #3 (Grids I-III)
- Sept 23 (W): **DUE TODAY: Grids I-III**
Project #4 – Twelve Interactive Nursery Rhymes

WEEK SIX

- Sept 28 (M): Continue working on project #4 (12 Interactive Nursery Rhymes)
- Sept 30 (W): Continue working on project #4 (12 Interactive Nursery Rhymes)

WEEK SEVEN

- Oct 5 (M): Continue working on project #4 (12 Interactive Nursery Rhymes)
- Oct 7 (W): **DUE TODAY: Interactive Nursery Rhymes**
Project #5 – Art Poster and Brochure

WEEK EIGHT

- Oct 12 (M): Continue working on project #5 (Art Poster and Brochure)

Oct 14 (W): Continue working on project #5 (Art Poster and Brochure)

WEEK NINE

Oct 19 (M): **DUE TODAY: Art Poster and Brochure**
Project #6: Interactive Skyline

Oct 21 (W): Continue working on project #6 (Interactive Skyline)

WEEK TEN

Oct 26 (M): Continue working on project #6 (Interactive Skyline)

Oct 28 (W): Continue working on project #6 (Interactive Skyline)

WEEK ELEVEN

Nov 2 (M): Continue working on project #6 (Interactive Skyline)

Nov 4 (W): **DUE TODAY: Interactive Skyline**
Project #7: Redesign of the Big Bend Gazette

WEEK TWELVE

Nov 9 (M): Continue working on project #7 (Big Bend Gazette, redesign)

Nov 11 (W): Continue working on project #7 (Big Bend Gazette, redesign)

WEEK THIRTEEN

Nov 16 (M): Continue working on project #7 (Big Bend Gazette, redesign)

Nov 18 (W): Continue working on project #7 (Big Bend Gazette, redesign)

WEEK FOURTEEN

Nov 23 (M): **DUE TODAY: Redesign of the Big Bend Gazette**
Project #8 Interactive version of the Big Bend Gazette

Nov 25 (W): Continue working on project #8 (Big Bend Gazette, Interactive)

WEEK FIFTEEN

Nov 30 (M): Continue working on project #8 (Big Bend Gazette, Interactive)

Dec 2 (W): Continue working on project #8 (Big Bend Gazette, Interactive)

WEEK SIXTEEN

Dec 7-10: **Examination week. Exam begins at 10.15am, Wednesday, December 9.
Submit your interactive Big Bend Gazette by 9pm, Tuesday December 8.**