

# JOUR 3302: LAYOUT AND DESIGN

2-3.15pm, Monday and Wednesday | August 22 – December 9, 2016 | Room FAB 207, SRSU

Avram Dumitrescu [adumitrescu@sulross.edu](mailto:adumitrescu@sulross.edu) 432-837-8380 Office: FAB 07

Office Hours: MW 8.25-9.55am TR 8.25-9.25am, and by appointment

## Course Introduction

In this class you will learn how to design and layout traditional print and interactive digital publications using Adobe InDesign. You will become familiar with relevant design styles, history, and techniques through presentations, exercises and readings. Your general design and computer skills will be developed through hands-on projects, class critiques, and class discussions. Upon completing this course, you should feel confident laying out text and images, building visual narratives, and designing for multiple types of publications.

## Learning Objectives

In this course, you will:

- Learn how to use InDesign for print publication design and to create an interactive document
- Develop an understanding of typography, grids and other elements of page design
- Become familiar with several page design principles and techniques
- Complete a series of projects that will build your creative portfolio

## Grading and Evaluation

You will be graded on exercises, attendance and participation in discussions and critiques, homework projects, and a final project. Details on how project is graded are included in each project description. No extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

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 : 60%
- Attendance and participation : 15%
- Final project : 25%

## Materials and Text

- 4GB (at least) jump/flash drive
- Notebook and pen
- Access to a digital camera

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](http://www.dropbox.com) or [www.google.com/drive](http://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.**

A notebook and pen are required to make notes about InDesign's various functions.

## Tobacco Products

Tobacco products of any kind and e-cigarettes are not permitted in the classroom.

## Software Availability

Besides access to the software in FAB 207, you can find InDesign in BAB 302-303, and the computer lab in the ACR building. The second floor of the SRSU library has copies of InDesign too. The BAB lab is typically open 8am-9pm, Mon-Thur, 8am-6pm Friday, and 10am-6pm Saturday. Check with the staff at the lab first to ensure they will be open the times you wish to work.

Provided you have your own computer, a fully-working 30-day trial version of InDesign can be downloaded from Adobe. Files created on the Mac version of Photoshop will work on a PC. **Beware of unusual fonts that may not be installed on every computer you have access to.**

## 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 for that day**.

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

- |                                 |      |                                |        |
|---------------------------------|------|--------------------------------|--------|
| • 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 the University Rules and Regulations and Student Handbook.

## Email

You are expected to check your email account **EVERY** day. This is the account that is registered at Blackboard, and is usually your Sul Ross email account.

## 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.

## SLOs

3d. Students with a concentration in Digital Art will be able to demonstrate knowledge and familiarity of digital image creation and knowledge of professional practices in digital art.

- a. Demonstrate the ability to produce a cohesive professional thematic capstone project which is well crafted and has a defined technique or personal style.
- b. Demonstrate technical mastery of digital skills as they apply to the selected media.
- c. Ability to produce a professional portfolio that meet current industry standards.
- d. Ability to work in a timely manner.

## COURSE SCHEDULE

*Please note that this syllabus is subject to change.*

### WEEK ONE

- Aug 22 (M): Class introduction and syllabus overview.
- Aug 24 (W): TED Talk video: *Chip Kidd: Designing books is no laughing matter. OK, it is.*  
**Presentation** – Grids part #1  
**Document** – Photo layout  
**PROJECT** – Take at least twenty photos of Alpine, Marfa, or Fort Davis and bring them to the next class on a FLASH DRIVE.

### WEEK TWO

- Aug 29 (M): **Introduction to InDesign** – Creating a new document / text frames / adding images / working with type and color  
**Presentation** – Grids part #2  
**PROJECT 01** – Visit Alpine / Fort Davis / Marfa
- Aug 31 (W): Continue working on your Visit Alpine project

### WEEK THREE

- Sept 5 (M): --- *Labor Day* ---
- Sept 7 (W): **DUE TODAY** – Visit Alpine / Fort Davis / Marfa  
**PROJECT 02** – Grimms' Fairy Tales

### WEEK FOUR

- Sept 12 (M): **Presentation** – History of Type by Ellen Lupton  
Continue working on your Grimms' Fairy Tales
- Sept 14 (W): **Presentation** – Intro to Layout  
Continue working on your Grimms' Fairy Tales

WEEK FIVE

- Sept 19 (M): **DUE TODAY** – Grimms’ Fairy Tales  
**PROJECT 03** – Table project: “Fines and Sanction Guide for Major Policy Violations”
- Sept 21 (W): Continue working on your table project.

WEEK SIX

- Sept 26 (M): **DUE TODAY** – Table  
**PROJECT 04** – Form redesign
- Sept 28 (W): Continue working on your form redesign.

WEEK SEVEN

- Oct 3 (M): **DUE TODAY** – Form redesign  
**PROJECT 05** – Best of the Year
- Oct 5 (W): **Presentation** – Mixing Typefaces  
Continue working on Best of the Year

WEEK EIGHT

- Oct 10 (M): Continue working on Best of the Year
- Oct 12 (W): Best of the Year due today, **30-minutes before end of class.**

WEEK NINE

- Oct 17 (M): Master Pages  
**PROJECT 06** – Three book covers
- Oct 19 (W): Continue working on your book covers.

WEEK TEN

- Oct 24 (M): **DUE TODAY** – Three book covers  
**Presentation** – Newspaper Front pages  
**PROJECT 07** – Newspaper front page
- Oct 26 (W): Continue working on your front page project.

#### WEEK ELEVEN

- Oct 31 (M): Continue working on your front page project.
- Nov 2 (W): **DUE TODAY** – Newspaper front page  
**PROJECT 08** – Menu redesign

#### WEEK TWELVE

- Nov 7 (M): Continue working on your menu redesign
- Nov 9 (W): **DUE TODAY** – Menu Redesign  
**Presentation** – Wired Magazine app  
**Exercise** – Research interactive magazines online  
**Next class** – Bring several sheets of paper and pencil

#### WEEK THIRTEEN

- Nov 14 (M): **FINAL PROJECT** – Cenizo iPad interactive redesign  
Using paper and pencil, create layout thumbnails  
Design a grid for your magazine  
Determine your page types – front and back cover, table of contents, poetry, and prose, etc.
- Nov 16 (W): **FINAL PROJECT** – Page numbers, navigation buttons (Next, Back, Table of Contents).  
Paragraph Styles / Object Styles / Layout your advertisements

#### WEEK FOURTEEN

- Nov 21 (M): **FINAL PROJECT** – Interactive table of contents  
Begin adding articles
- Nov 23-25: --- *Thanksgiving Break* ---

#### WEEK FIFTEEN

- Nov 28 (M): **FINAL PROJECT** – Continue working on your magazine
- Nov 30 (M): **FINAL PROJECT** – Continue working on your magazine  
The Final Project is due 1pm, Tuesday December 6. Please email as a compressed (ZIPPED) SWF file.

#### WEEK SIXTEEN

- Dec 2-7: **Exam is 3-5pm, Tuesday December 6. Present your final project to the class.**

# PROJECT DETAILS

## Project 01: Visit Alpine / Fort Davis / Marfa

### Project Details

- Research the kind of things a tourist might consider doing in one of the local towns. Take well lit, well composed photographs of TWENTY things to do / scenic images and bring them to class on a flash drive.
- Suggestions for Alpine include visiting Plaine Coffee Shop, walking on Hancock Hill, visiting the Museum of the Big Bend, having lunch at CowDog, strolling through downtown, watching a baseball game, catching a movie at Rangra Theaters, seeing a play performed by Theater of the Big Bend, etc.
- Set up a new document measuring 20- by 10-inches in landscape (wide) format.
- Choose EIGHT images and layout your photographs carefully. Use modular design when building your page. You must have an anchor image, i.e. a larger image that the other images fit around.
- EVERY image must have a cutline (caption).
- Your page must also include the following headline: “Eight Things to do in [town name]”
- Think about layout for this project. How do you use color, typography, placement, scaling and cropping of imagery to convey a lot of information and yet have it easily read and well organized? Colored backgrounds, bright headlines, a modular design, and so on are tools that all can help.
- While working, save your design using the following native InDesign file structure: **LASTNAME-FIRSTNAME-visit.indd**
- When finished, export your design using the following file structure: **LASTNAME-FIRSTNAME-visit.pdf**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Eight good, clear photographs (10%)
- Correctly spelled captions (10%)
- A strong, modular layout (40%)
- Good use of color (20%)
- Appropriate use of typography (20%)

Submit your work no later than the start of class, the day of the deadline.

## Project 02: Grimms' Fairy Tales

### Project Details

- Download *Grimm.txt* from Blackboard.
- Layout a TOC (table of contents), two stories, and a title page using the provided Grimms' Fairy Tales text. Each page of the publication should measure 5"x7", with a full spread measuring 10"x7". Remember that you MUST include and set up the following:
  - Page numbers
  - Character, paragraph, and object styles
  - Black and white engravings or woodcuts
  - A header
  - Drop caps

- Paragraph separations (indents or line breaks)
- While working, save your design using the following native InDesign file structure: **LASTNAME-FIRSTNAME-grimm.indd**
- When finished, export your design using the following file structure: **LASTNAME-FIRSTNAME-grimm.pdf**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Include the six items listed above - Page numbers, etc. (20%)
- Careful consideration of text positioning, style, and consistency (20%)
- Appropriate art that is sufficiently high-resolution (15%)
- A well-designed title page (20%)
- A TOC that is easy to read (15%)

Submit the work no later than the start of class, the day of the deadline.

## Project 03: Table Project

Use color, type, type styles, and positioning to redesign a SRSU Violations guide.

### Project Details

- Create a spread that measures 17” wide and 10” tall (i.e. two pages, each measuring 8.5” x 10”)
- *Table Exercise* is stored as an Excel file. You should be able to import this into a new InDesign document.
- There is a lot of text. Decide how you will separate headings from the body text. How will you make it easier to read lines of text? Alternating colors?
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-table.indd**
- When you completely finish, export your design as **LASTNAME-FIRSTNAME-table.pdf**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Include all the text (20%)
- Use color wisely (40%)
- Make intelligent use of text styles and typefaces (40%)

Submit the work no later than the start of class, the day of the deadline.

## Project 04: Form Redesign

### Project Details

- Choose one of the files to redesign - *form\_redesign\_1* or *form\_redesign\_2*
- This is a challenging project – you have a lot of information that needs to fit onto a standard letter-sized page (8.5- x 11-inches). Use the following graphical tools to help organize information:

- Spacing / lines / timesteps / white space / positioning
- You can only use black, white, and shades of grey. **Reverse type** is also acceptable.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-form.indd**
- When you completely finish, export your design as **LASTNAME-FIRSTNAME-form.pdf**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Include all the information in your chosen Excel file (20%)
- Organize your information well so that it reads clearly (50%)
- Good use of type styles, rules, boxes, and color (black, white, and greys) (30%)

Submit the work no later than the start of class, the day of the deadline.

## Project 05: Best of the Year

### Project Details

- Build an interactive guide for your favorite year (visit [www.wikipedia.org](http://www.wikipedia.org) and enter the year to find the information you need). Set up an interactive document that measures 1024 x 768.
- Separate the document into the following categories:
  - A simple animated introduction screen that lasts **no more** than 3-seconds.
  - Three News Stories
  - Three Movies
  - Three Novels
  - Billboard Top 10 songs for that year
  - A navigation screen that links to all of the above
- Each novel, movie, and news story should have their own page. Fit all 10 songs onto one page.
- Have good navigation that allows the user to get to anywhere in the document from any page.
- Create an interesting design. Try to have a similar theme throughout each section.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-best.indd**
- When you completely finish, export your design as **LASTNAME-FIRSTNAME-best.swf**

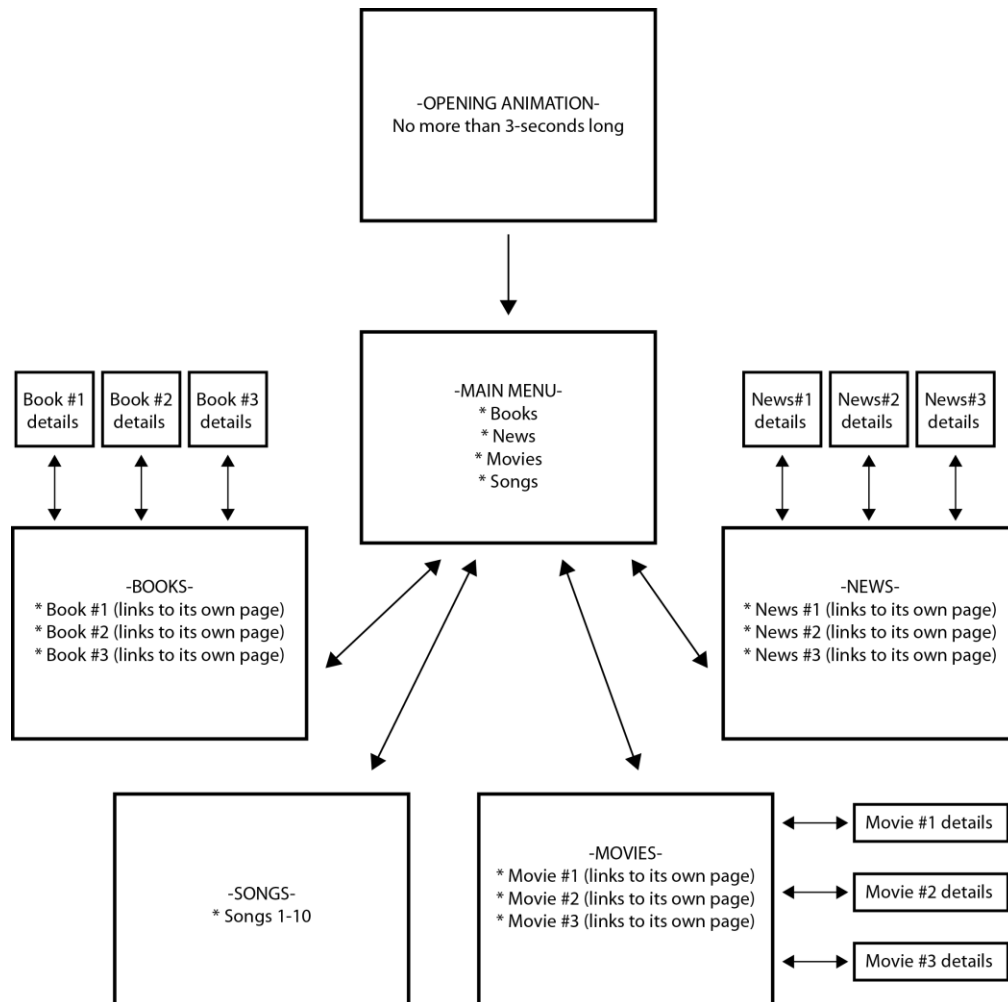
### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- All of the pages listed above (20%)
- Interactive navigation (20%)
- Strong layout design (40%)
- Intro animation that lasts no more than 3-seconds (20%)

Submit the work no later than the start of class, the day of the deadline.





## Project 6: Book Covers

### Project Details

- Build a Masters Pages template that allows you to redesign **three** book covers for one author. The author can be alive or dead.
- A standard book cover design measures 6" x 9". The spine should be 3/4 inch thick, and you must include a back cover also, so the total document size should measure 12.75" x 9"
- Elements to include for this project are
  - Author's name / Title / Sample bar code / Blurb on back (can be generated randomly) / image(s)
- Your images **MUST** be from the creative commons or your own creation
- Success for this project comes from coming up with a strong design concept and applying it to your series of books. One famous example are the covers for Penguin Books.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-cover.indd**
- When you completely finish, export your designs as a multi-page PDF - **LASTNAME-FIRSTNAME-cover.pdf**

## Grading

You will be graded from 0-100% on this project. Grade breakdown:

Each book is worth 33⅓ %

- Include the elements listed above (20%)
- Suitable typography and color (40%)
- Good placement of type, imagery, and other graphical elements (40%)

Submit the work no later than the start of class, the day of the deadline.

## Project 07: Newspaper Front Page

### Project Details

- Build the front page of a special edition of the *Jackrabbit Gazette* newspaper, dealing with the West Texas Fires from 2011.
- Download *fire-stories.zip* from blackboard and save them to your personal disk space.
- Images for your page can be found at by performing a Google image search for “West Texas Fires”, or by exploring local news sites, such as [www.marfapublicradio.org](http://www.marfapublicradio.org) and [www.bigbendnow.com](http://www.bigbendnow.com).
- Using InDesign, set up a tabloid (11- x17-inch page). A **six-** or **twelve-column layout** will give you a good design framework.
- You **MUST** have the following:

#### *Paragraph Styles*

- **Body Text** – This will be the majority of the text on the page. Use a serif typeface, such as Times New Roman, Garamond, or something similar. For size, I’d suggest 10- or 11-point.
- **Headline** – Find a typeface that compliments the body text. It also needs to be prominent and larger than the body text.
- **Cutline** – Captions for photographs should stand out from the other elements on the page. They can be a different typeface, and may be italicized and/or bolded. They may also be one or two point sizes smaller than the body text.

#### *Object Styles*

- **Photo** – Decide on an object style for art that you use. A thin black frame? Drop shadow? This does not need to be elaborate but is essential for instances where you have a photo with a light sky. Without a frame or drop shadow, the boundary of the photo will not be obvious.
- Flag (name of the newspaper in a distinctive style. Sometimes includes a piece of art too.)
- Date (April 20, 2011)
- A *selection* of the stories, including the byline. You do not have to use them all but try to use as many as possible.
- Jumps to continue the story on another page. You don’t have to include the entire text of each article and instead can break the article up with the line “*continued on page...*” Be sure to use a different style to make the jump stand out. Italics are usually enough.
- One anchor image, plus as smaller images. Be sure to include photo credits.

- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-front-page.indd**
- When you completely finish, export your design as **LASTNAME-FIRSTNAME-front-page.PDF**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Modular design (30%)
- Your own paragraph and object styles (40%)
- Headlines that do not run into each other (10%)
- Strong photo choices, laid out well (20%)

Submit the work no later than the start of class, the day of the deadline.

## Project 08: Menu Redesign

### Project Details

- Design the menu for *either* Marfa's *Food Shark* ([www.foodsharkmarfa.com](http://www.foodsharkmarfa.com)) or Alpine's *Cow Dog* ([www.cowdogdog.com](http://www.cowdogdog.com)). Logos can be copied from the relevant websites.
- Apart from the logos, NO imagery may be used. This project will focus on graphic and typographic solutions.
- Remember to make each menu item distinct and separate from the other items. The price of each item should also be easy to find – you can do this with use of a bold typeface, another color, and/or spacing. Use Paragraph Styles and Character Styles to ensure your style choices are consistent throughout the menu.
- Be aware too of grouping. You can use spacing, boxes, rules, color, etc. to separate different parts of the menu – drinks, appetizers, and so on.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-menu.indd**
- When you completely finish, export your design as **LASTNAME-FIRSTNAME-menu.pdf**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Suitable color use, and good typeface choice, size, and style. (40%)
- Good use of grouping (20%)
- Quality of layout (40%)

Submit the work no later than the start of class, the day of the deadline.

## Final Project: Cenizo Redesign

### Project Details

- Explore the PDF of the issue of Cenizo you have been assigned. Get a sense of its tone and current layout.

- THUMBNAILS - Begin your redesign by drawing thumbnails of your magazine on paper. Each thumbnail should only be an inch or two, and is designed for you to work out visual ideas.
- GRID - You now want to create a grid for your magazine. Take time to experiment with different sizes and designs.
- MENU – As this is an interactive design, your page must always display a menu. It must perform the following actions –
  - Next Page / Previous Page / Next Article / Previous Article / Return to TOC
- MASTERS PAGES - Having designed your grid, design Masters pages for each of the page types – table of contents, poetry, prose, editorial, and so on. These are important to do because you want to ensure your design will work for future issues of the Cenizo.
- You must also include page numbers, date, and publication title somewhere on your page.
- STYLES – Create paragraph and object styles for your text. Refer to the guidelines in the Newspaper Front Page project.
- ADVERTISEMENTS – How will your advertisements be integrated? As separate pages? Embedded into each page of editorial?
- TOC – Create your interactive table of contents and ensure that every link works.
- While working, save your design using the following file structure: **LASTNAME-FIRSTNAME-final.indd**
- When you completely finish, export your design as **LASTNAME-FIRSTNAME-final.SWF**

### Grading

You will be graded from 0-100% on this project. Grade breakdown:

- Thumbnails
- Working TOC and menu
- Strong layout
- Good use of paragraph and object styles
- Use of Masters Pages, and folio elements such as publication title and date

Submit the work no later than the start of class, the day of the deadline.