Design

F O R   P R I N T

COMM 362, Spring Semester 2012. Instructor: Ross Collins, Ph.D.

The Syllabus

COM 362: What's In It For Me?

Q and A: Your Course Knowledge

Handy Calendar: Snip n' Save

DESIGN
FOR PRINT

COMM 362: What's in it for me?

This course is designed to offer an introduction to the world of digital prepress and publishing. You'll learn some theory behind visual perception and design (and some rules seldom broken), publishing terminology, graphic design workflow, and software. Enough—we hope—to produce simple publications at a respectably professional level.

Course objectives:
• Understanding of basic design history, psychology and theory.
• Knowledge of design and printing terms and techniques.
• Ability to recognize and create high-quality page designs for a variety of publications.
• Ability to manipulate publications using computerized pagination tools.

Note that only the last of these objectives is primarily skill-based. Skill in "desktop publishing" is only part of what a designer needs to know to create publications reaching a presentable standard. Without knowledge of design fundamentals, and without the creative spark that goes beyond classroom learning, what you'll get out of the machine won't communicate very well.

> **Syllabus: COMM 362**
> Design for Print, Spring 2012. Three Credits.
> North Dakota State University, Fargo.
> Instructor: Ross Collins, Ph.D.
> Office: Ehly 202. Tel: 231-7295. E-mail: Ross.Collins@ndsu.edu
> Office hours: 9:30-11 T and Th.
> Web site: rossfcollins.com
> Required text: Lisa Graham, *Basics of Design. Layout & Typography for Beginners.* 2nd edition, 2005. Recommended: Gruman, *InDesign CS5 for Dummies,* 2010.

What this course is not:
✗ A course for artists using illustrator software. We may work a little with drawing software, but you are neither expected to know nor taught graphic illustration.
✗ Exclusively software skills development. Buy a how-to book. (Hey! Buy one anyway!)
✗ Design for the web. Many of the design priciples can be adapted to the web, however.

Bulletin description: Applications of various design principles and pagination techniques to cognitive problem solving involved in developing material for publication.

Disabilities notice: If you need special accommodations for learning or have special needs, please let the instructor know as soon as possible.

Alternative forms: This syllabus, along with other material of interest to students, is available online at the web address above, or from the university's Blackboard course management software.

The course concisely

A brief Q and A

Students often register for a new course with trepidation: what will I learn? How will I be graded? Will I do well? Instructor Ross Collins answers a few of our most common questions in the brief interview below.

Q. What is your attendance policy?
A. I believe students have the right to make their own decisions regarding class attendance. I don't take roll. But I do have to warn students that my lectures are designed to supplement the text, and not to rephrase material they can read for themselves. Exams will be based on both lectures and text.

Oh, I almost forgot to mention: we also will have a number of in-class assignments. To give students the feeling of working under tight deadlines, some of these exercises will be due at the end of the class period. If you're absent, you can't make up the work!

Q. That sounds pretty tough.
A. Okay, I'll cut some slack: students who have to skip class for a good reason will have a cushion of one free skip day. In-class work missed those days won't be counted on the final grade. Think of it as a bank account of skip days for emergencies. All out-of-class assignments will still be due, however. Because profesional designers must keep deadlines, late assignments will suffer lower grades.

Q. How will you compute final grades?
A. Grading will be based on a standard point-count. Tentative highest possible point totals for this course:
Mid-semester exam, 200 pts.
Final exam, 300 pts.
Quizzes: 70 pts.
Photoshop exercises: 60 pts.
InDesign exercises: 150 pts.
InDesign magazine project: 100 pts.
Total: 880 pts.

The total number may change slightly, depending on the eventual number of assignments completed during the semester. Standard grade percentages:
90-100=A
80-89.9=B
70-79.9=C
60-69.9=D
Below 60=F

TENTATIVE SCHEDULE
Design for Print, Spring Semester 2012

Week One (Jan. 9-13)
Introduction to design. Read text chapter one.

Week Two (Jan 16-20; Monday is Martin Luther King Jr. Day, no classes)
Design history and visual literacy. Intro to computerized pagination software (InDesign). InDesign exercise one.

Week Three (Jan. 23-27)
History, cont. Begin typography. Read text chapter 10. InDesign basics quiz.

Week Four (Jan.30-Feb. 3)
Typography; begin visual psychology. InDesign exercise two, typography. Read text chapters 11, 12, and glossary. Quiz on chapters one and 10. Begin Photoshop, exercise one.

Week Five (Feb. 6-10)
Design psychology; grids and modular design. Read text chapters two and three. Begin InDesign exercise three.

Week Six (Feb. 13-17)
Balance and alignment. InDesign exercise three. Read text chapter four. Photoshop exercise two. Quiz on chapters 11 and 12.

Week Seven (Feb. 20-24; Monday is Presidents' Day, no classes.)
Alignment and contrast. Read text chapter six. Photoshop basics quiz. Begin InDesign exercise four. Quiz on chapters two and three.

Week Eight (Feb. 28-March 4)
Finish contrast. Lab day for flyer. Quiz on chapter six. Review for midterm exam. **Midterm exam on Friday**.

Week Nine (March 5-9)
Working with images; magazine and broadsheet design prin-

More Recommended Reading

Amy E. Arntson, *Graphic Design Basics*, 5th ed., 2007.

Roland Barthes, *Mythologies*. 1972. (A classic.)

Donis A. Dondis, *A Primer of Visual Literacy.* 1984. (Oldish, but few explain it more elegantly.)

Paul Martin Lester, *Visual Communication. Images with Messages*. 4th ed., 2006. (Beefy supplemental text by prominent vis comm academic.)

Barbara Obermeier, *Photoshop CS5 All-in-One for Dummies*, 2010.

Alan Pipes, *Production for Graphic Designers,* 5th ed., 2009.

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ciples. Photoshop exercise three. Continue InDesign. Read text chapter eight.

Week Ten (March 19-23; March 12-16 is spring break week, no classes)
Working with images continued, best practices. Begin color theory. Photoshop exercise four.

Week Eleven (March 26-30)
Color theory and harmony. Large format publications. Read text chapter nine. InDesign exercise five.

Week Twelve (April 2-6; Easter holiday is Friday, April 6, and Monday, April, 9, no classes)
Flow and unity. Working with printers. Read text chapter seven. Photoshop exercise five. Quiz on chapters eight and nine.

Week Thirteen (April 9-13)
Working with signatures. Magazine design. Choosing paper. Begin InDesign magazine project. Photoshop exercise six. Read text chapter 12.

Week Fourteen (April 16-20)
InDesign cont., magazine project.

Week Fifteen (April 23-27; April 22-25, holiday, no classes):
Printing technology. Continue magazine project. Photoshop exercises seven and eight, optional. Read text chapter 13.

Week Sixteen (April 30-May 4)
Conclude magazine project. Review for final exam. Last day of class is Friday, May 4.

Final exam session is 10:30 a.m. Monday, May 7.

We shouldn't have to remind you that...

The academic community is operated on the basis of honesty, integrity, and fair play. NDSU Policy 335: Code of Academic Responsibility and Conduct applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, up to and possibly including suspension and/or expulsion. Student academic misconduct records are maintained by the Office of Registration and Records. Informational resources about academic honesty for students and instructional staff members can be found at www.ndsu.edu/academichonesty.