



NM 3217

<http://lindaperry.us/nm3217>

Publication Graphics & Design

Semester 1, 2010-2011

Dr. Linda M. Perry
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This is a foundational course in producing electronic and print publications to meet strategic communication objectives. Emphasis is placed on applying communication and design principles to desktop and Web publishing. Course objectives are to understand and apply principles of layout and design in the production of publications designed to meet public relations objectives.

Class Information

Prompt attendance at lecture and lab is critical for the success of your projects and on exams.

The lecture is from 10 to 11:45 a.m. on Mondays in AS1 03-01. See the class website for scheduling details and IVLE for lab information.

Dr. Perry's office is at AS6/03-05; phone 6516-6320. Dr. Perry's and instructors' regular office hours will be announced after the tutorial/lab sections are settled. Additional office hours are by appointment.

You are responsible for mastering the desktop publishing skills taught in lab by the time the newsletter exercise is due. In addition to basic HTML coding, you will have opportunities in lab to learn InDesign, Dreamweaver and Photoshop.

Grading

Late work is penalized 10% per day. Make up exams are given only in the case of documented excused absences, within a week of return to school.

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| Web Critique | 5% |
| Organizational Research Paper | 15% |
| Newsletter Exercise | 10% |
| Flier Project | 10% |
| Final Project (including proposals) (25% folder; 20% website) | 45% |
| Exam | 15% |

On Your Honor

Academic honesty is expected, just as high ethical standards are required professionally. There will be zero-tolerance for anything less. That includes not giving, accepting or taking unauthorized aid; copying or plagiarizing colleagues' work; plagiarizing others' publications and/or websites, including your client's; or doubling on assignments without permission of all involved. Instances of plagiarism will result in a zero for the assignment and possibly for the class. You also must adhere to copyright laws and requirements.

Supplies

Required: Portable digital storage device and large sturdy envelope for project submission. Both will be returned to you.

For professional use: InDesign CS4 • Photoshop CS4 • USB memory stick • Color pencils or pens.

Textbooks

- Williams, Robin, & John Tollett, *The Non-Designer's Web Book, 3rd ed.*, Peachpit Press (2006 or latest).
- *Pocket Pal* (latest edition).

Recommended: Weinman, Lynda, *Photoshop/ ImageReady For the Web: HOT: Hands on Training*, Peachpit Press.

- *Teach Yourself HTML Visually*, IDG Books.
- Bivens, Thomas, & William Ryan, *How to Produce Creative Publications*, NTC Business Books.

Critical Dates



Client Choice
 Web Critique Due
 Organizational Research Due
 Newsletter Exercise Due
 Flier Project Due
 Website Justification/Proposal Due
 Folder Justification/Proposal Due
 In-class Exam
 Final Project Due

Week III, 5 p.m., Friday, 27 Aug, by email
 Week IV, 5 p.m., Friday, 3 Sept., to lab instructor, IVLE
 Week VI, 5 p.m., Friday, 17 Sept., to lab instructor
 Week VIII, (week of 6 Oct.) end of lab
 Week IX, (week of 13 Oct., **in lab ONLY**) end of lab
 Week XI, (week of 27 Oct.) in lab
 Week XII (week of 3 Nov.) in lab (Friday lab in IVLE)
 Week XIII 10 Nov., in lecture
 5 p.m., Friday, 19 Nov., to lab instructor & IVLE

Graded projects may be returned to you within two weeks of semester's end by self-stamped, addressed envelope, or you may pick them up during the first two weeks of the following semester from your lab instructor or Dr. Perry.
NOTICE: Unclaimed projects may be used as anonymous examples in future classes.