LANEY COLLEGE

Don Petrilli, Instructor
Phone: 510 464-3263
Email:dpetrilli@peralta.edu
Office Hours:
Mon, thru Thur.
1:00 - 1:50 p.m.

Sections Code: 41041

Lecture Hours:
Tues. 10:00-11:50 a.m.

Lab Hours:
Thur. 10:00-11:50 p.m.

Laney College
GRAPHIC ARTS DEPARTMENT

Digital Documents (Adobe InDesign)

Course: Graphic Arts 132, Digital Documents (Adobe InDesign)   Fall 2012
Units: 2.5
Recommended Preparation: GrArts 230 Computer Basics for Graphic
Students in this class will be signed-up for Graphic Arts 501 a 0 unit, non credit Open Lab. There is no cost to the student. Students will not be permitted to use the Graphic Arts Computer Lab other than their scheduled class time without, being enrolled in GrArts 501 Open Lab, possessing a Laney Student Identification Card and receiving an initialed Graphic Arts Sticker from their class instructor.

Note: Course syllabus and Assignment Sheets/Lecture Handouts along with other materials can be found at "http://elaney.org/wp/graphic_arts/". Look for the menu on the righthand side of the Home page. The Assignment Sheets and Lecture Handouts are password protected.
The password is the course number plus computer login word with no spaces.

Text Required: *Adobe InDesign CS6, The Professional Portfolio* ISBN 978-1-936201-11-2
Materials Required: 1. Minimum of 1 USB Flash Drive,
               2. 1 - "C-Thru" brand graphic arts ruler or equivalent

Purpose: Digital Documents GrArts 132 is an introductory class providing students with the basic skills needed for page layout on a computer work station using Adobe InDesign. This is a project oriented class requiring students to have some previous knowledge about computers and software.

Student Learning Outcomes:
 Upon satisfactory completeion of this course of study the student will be able to:
- Utilize a basic computer workstation to build print ready page layout files
  - Create various typical desktop publishing documents such as; price lists, menus, newsletters, advertisements, multi-page documents, brochures, etc.
  - Use Adobe InDesign page layout software in an organized file building process
  - Demonstrate the use of advanced features of Adobe InDesign such as master pages, paragraph attributes, style sheets, text box modifications, bezier lines and shapes, etc.
  - Describe image issues such as resolution, continuous tone image reproduction, line graphics image reproduction, file formats and output requirements

Objectives:
Students will be able to:
       Use a computer graphic workstation to;
       1. Identify computer system components.
       2. Use Page Layout Software.
       3. Produce various printed publications incorporating text and graphic images.
       4. Demonstrate file management for computer/laser printer operations in manipulating the graphics software
       5. Exhibit and understanding of the utilization of time appropriate methodologies in producing print ready files.
       6. Operate computers, scanners, and printers.

Course Content:

LECTURE CONTENT: List Percents	
Understanding of electronic imaging and its placement in the production process	4%
Computer manipulation of Page Layout Software	45%
Understanding of major operational components of image manipulation software	5%
Computer imaging techniques to 17%	
Establish techniques for text, artwork and photos	7%
Use of output devices	2%
File output	20%
LAB CONTENT:List Percents	
Practice content presented during lecture	10%
Individual question and answer instructor support	10%
Textbook practice exercises	30%
Project production	40%
Presentation and review of projects	10%

Grading: Grading for this course will be determined by a weighted system taking into account the various aspects of the instruction provided. All appropriate instructional methodologies will be employed to give students the best possible opportunity to achieve satisfactory grades. The final grade will be determined by the following criteria: Attendance -30%   and will be assigned according to the following scale: A = 100% - 91%
                                                    Projects -70%   B =   90% - 81%
                                                                                                                                    C =   80% - 71%
                                                                                                                                    D =   70% - 61%
                                                                                                                                    D-= 60% - 21%
                                                                                   F =   20% - assignmnent, not turned in.

A "D-" average will either receive a final mark of "D" or "F" at the discretion of the instructor considering attendance, open lab attendance and number of assignments completed.

Assignments grades are based on two considerations. Consideration 1: Most assignments have multiple requirements for completion. A grade is given for the exactness of completing both the number of requirements and following the specifications of the requirements. Consideration 2: Grades are given for the quaility level of the completed work.

A student must complete all assignments to recieve a mark of "A"

Any student absent for 3 or more lectures/presentations will not be awarded a final mark greater than a "C."

Assignment Deadlines: All assignments will be due at the time and place designated by the instructor. Missed deadlines will result in a failing grade for the project. Deadline extensions may be discussed with the instructor prior to the deadline (not the day of) but will be difficult to obtain. Student's history of attendance will be considered. Extensions may or may not be granted for personal or dependent minor illness, scheduled court appearances, personal emergencies (this does not include automobile repairs, conferences and appointments, assessments, non-emergency medical issues of self, friends or extended family, etc.). **Extensions may forfeit _one grade_ from the instructor's evaluation grade.**

Honesty and Integrity: Students will be held to the standards of the Laney College Academic Integrity Code in addition to the following.
Plagiarism occurs when a student misrepresents the work of another as his or her own work. Plagiarism may consist of using the ideas, sentences, paragraphs, or the whole text of another, images, photographs, drawings, or any other graphic content without appropriate recognition or permission. Plagiarism also includes allowing another person to write or substantially alter work that a student then submits as his or her own. Any assignment found to be plagiarized will be given an "F" mark and could result in an "F" mark in the class. All instances of plagiarism will be reported to the Dean of the Division and further action may be taken by the College.

The basis for this text is taken from the publication titled "Dean's Reminder" attached to "A Fall 2007 Message from the Dean" distributed by Laney College, Office of the Division II Dean, Vocational Technology, authored by Peter L. Crabtree

Attendance: Regular and on-time attendance is a course requirement plus proof of one additional hour per week of open lab (except for Saturday classes). "Instructors may drop a student from class if the number of absences during a semester exceeds the times the class meets in two weeks. . ." Absences and tardiness will be reflected in the final grade. In the case of over enrolled classes students missing any one or more of day 1, 2, or 3 without contacting the instructor will be dropped. 10% of the total class days absent can lower your grade one level, i.e. an "A" becomes a "B", a "B" becomes a "C" etc. 3 tardies equal one absence. All students are required to be present for class presentations or lectures which will begin on the first hour of the first day of class and on scheduled days thereafter unless otherwise designated by the instructor. Presentations and/or lectures will not be repeated for any individual for any reason. **Students missing 3 or more lectures will not receive a grade above a "C".** Doctor or dental appointments of non-emergency nature are not legitimate reasons to miss class presentations or lectures. Students must "sign-in" on the appropriate role sheet and account for their personal hours of attendance. No postdated sign-ins will be accepted. **Any classes missed due to late enrollment will be counted as an absence.**

Add and Drop Policy: It is an individual students responsibility to add or drop if necessary. The appropriate procedure must be processed through the Admissions and Records Office before a drop will take place. Nonattendance and/or no work completed in a course not dropped will result in a "fail" on your transcript. If a class is fully enrolled any student missing class within the first hour of the first day of class will be dropped by the instructor.

Classroom Policies: Classroom policies include but are not limited to the following. The instructor reserves the right to administer classroom policy for the well being of the student, staff and Laney College. The following guides are for your welfare as well as that of other students. Maintaining the best possible educational atmosphere is paramount to the success of all students.

1. Attendance will be accounted for daily. **Students must sign-in each class in order to receive credit for attendance.** Forgetfulness will not be considered as an excuse. Postdating a sign-in is not allowed. Any student forgetting to sign-in will be counted absent without exception. Any student signing-in for a classmate will be dropped from the class.
2. It is your responsibility to check in with the instructor if you are late.
3. Please email the instructor if you know you will be late or absent. (Limited absences may be excused if the instructor is notified **prior** to a class session.)
4. Arrangements can be made for alternative participation in special circumstances but only if circumstance is reported prior to the class session, (i.e. childcare problems, work conflicts, dependant illness, etc.).
5. Class begins promptly on the hour.
6. Food and drink will be kept in the "break area" only. Do not bring food or drink into other parts of the facilities. Student not adhering to this policy will be asked to leave. Repeated offense is grounds for being dropped from the class or expelled from the use of the Graphic Arts facilities.
7. Students should plan their workday to remain at task during the whole class session, lecture and lab. Some work stations are limited and may not be available at all times.
8. The copying or "down loading" of files to or from the hard drive of a Laney College computer (except temporary individual "student files") to external storage devices is considered stealing and is illegal. Students in violation of this policy will be removed from class with a failing grade for the term. Students may be subject to prosecution by the college.
9. Smoking is not permitted on the Laney College campus.
10. Students will have additional lab time and will be enrolled automatically in a Graphic Arts 501 - 0 unit, non credit lab. Individual instructors will give you an initialed and dated sticker to show proof of enrollment before you will be allowed to use "space available" during other instructor's class times. You will need to have a current Laney College I. D. Card to get your sticker. After sign-in on the special GrArt501 sheet your I.D. should be placed picture side up on the desk while working in the lab.
11. Cell phone use is strictly forbidden while in the Graphic Arts facility. Phones will be turned off before entering the classroom or lab. Should your phone ring or require answering during class, due to an oversight on your part, leave the facility immediately and exit the classroom before you begin to speak.
12. Students that bring any item, device or electronic storage medium into the lab that causes loss or damage to hardware or software, whether intentional or unintentional, will be held personally liable for all costs of all repair, replacement and/or restitution.
13. Any student found altering the interface or operations of any of the Graphic Arts computers, peripherals or other equipment will be removed from participation in any and all Graphic Arts classes and labs.
14. Student use of the internet connection is for classroom assignment and instruction only. Unauthorized use of the internet will be strictly controlled and abuse may result in dismissal from participation in any and all Graphic Arts classes and labs. Internet use for playing games or checking personal email is forbidden.
15. Use of periperal devices such as printers, scanners, graphic tablets may be done only after receiving permission from the instructor in charge of the lab. Printers are for use for Graphic Arts class assignments only.

<div align="center">

Laney College
GRAPHIC ARTS DEPARTMENT
GrArt 132 Digital Documents (Adobe InDesign)

</div>

<div align="center">

Fall 2012 CLASS SCHEDULE

</div>

Don Petrilli, Instructor   Office: A151   Phone: 464-3263   Email: dpetrilli@peralta.edu   laney.edu/graphic_arts

<div align="center">

The following schedule may be modified to meet class/student requirements.
Topics may carry-over depending on need of participants.

</div>

FIRST WEEK (Introduction)

Tues. 8/21: **Introductory** **Lecture:** Course Overview: Student responsibility,
Grading policy, attendance policy, class schedule, projects. **Keep notebook/portfolio.**
Begin Introduction to InDesign: The InDesign User Interface Page 5 thru 23 in book

Thur 8/23: **Short Lab Exercise: Do Pages 5 thru 23 in book.**
Introduce Review Picas and Points

SECOND WEEK (The InDesign User Interface)

Tue 8/28: **Lecture 1:** Tools, Panels, Customizing the Workspace, Preferences, Picas and Points, Create a Document
New Assignments: *Finish by Third Week, Due Fourth Week Thur*
Assignment #1 "Using Picas and Points"

Thur 8/30: **Lab:** Finish Pages 5 thru 23, Do Pages 25 thru 31, Finish Assignment #1

THIRD WEEK (Drawing in InDesign)

Tue 9/4: **Lecture 2:** Drawing in InDesign
New Assignments: *Finish by Fourth Week, Due Forth Week Thur*
Assignment #2 "Wall Paper"

Thur 9/6: **Lab:** Finish Assignment #2, Work on and Finish Pages 32 thru 58

FOURTH WEEK (Project 1 Identity Package/Basic Text & Images, Printing InDesign fies)

Tue 9/11: **Lecture 3:** "Printing InDesign Files"
New Assignments: *Due Sixth Week Thur* "Portfolio Project Builder 1"

Thur 9/13: **Lab:** Do Pages 59 thru 76, Print Assn #1 & #2
Work on Portfolio Builder Project 1
Turn In: Assignment #1 & Assignment #2

FIFTH WEEK (Project 2 Festival Poster)

Tue 9/18: **Lecture 4:** Building Graphic Interest, Color
New Assignments: *Due Eighth Week Thur*
"Portfolio Project Builder 2"

Thur 9/20: **Lab:** Do Pages 85 thru 111,
Work on Portfolio Builder Project 1 & 2

SIXTH WEEK (Text and PDF)

Tue 9/25: **Lecture 5:** Controlling Text, PDFs and output.

Thur 9/27: **Lab:** Do Pages 112 thru 142
Work on Portfolio Builder Project 1 & 2
Turn In: * "Portfolio Project Builder 1".

SEVENTH WEEK (Project 3 HeartSmart Newsletter).

Tue 10/2: **Lecture: 6:** Templates
New Assignments: *Due Tenth Week Thur*
"Portfolio Project Builder 3"

Thur 10/4: **Lab:** Print Portfolio Project Builder 2, Do Pages 149 thru 168, Work on Portfolio Project Builder 3
Turn In: "Portfolio Project Builder 2".

EIGHTH WEEK (Working with Styles)

Tue 10/9: **Lecture 7:** Working with Styles

Thur 10/11: **Lab:** Review for Midterm, Do Pages 169 thru 180, Work on "Portfolio Project Builder 3"

NINTH WEEK (Midterm)

Tue 10/16: **Midterm**

Thur 10/18: **Lab:** Go Over Midterm, Catch up on book assignments Work on "Portfolio Project Builder 3"

TENTH WEEK (Tables)

Tue 10/23: **Lecture 8:** Tables

Thur 10/25: **Lab:** Work on "Portfolio Project Builder 3", Do Pages 181 thru 192
Turn In: "Portfolio Project Builder 3".

ELEVENTH WEEK (Master Pages)

Tue 10/30: **Lecture 9:** Master Pages
New Assignments: *Due Fourteenth Week Thur*
"Portfolio Project Builder 4"

Thur 11/1: **Lab:** Work on "Portfolio Project Builder 4", Do Pages 213 thru 231

TWELFTH WEEK (More Controls & Dummies)

Tue 11/6: **Lecture 10:** Controling Text & Planning

Thur 11/8: **Lab:** Work on "Portfolio Project Builder 4", Do Pages 231 thru 270

THIRTEENTH WEEK (Realty Collateral Brooklet)

Tue 11/13: **Lecture 11:** Working with Templates
New Assignments: *Due Sixteenth Week Thur*
"Portfolio Project Builder 5"

Thur 11/15: **Lab:** Work on "Portfolio Project Builder 4", Do Pages 277 thru 293, Work on "Portfolio Project Builder 5"
Turn In: * "Portfolio Project Builder 4".

FOURTEENTH WEEK (Templates)

Tue 11/20: **Lecture 12:** Advanced Frame Options

Thur 11/22: *NO SCHOOL-Thanksgiving Day Vacation*

<div align="right">

Continued on Reverse Side

</div>

FIFTEENTH WEEK (Advanced Frame Options)

Tue 11/29: **Lecture: 13** More Styles
New Assignments: *Due Seventeenth Week Tues.*
Extra Credit "Portfolio Project Builder 6"

Thur 12/1: **Lab:** Work on "Portfolio Project Builder 5", Do Pages 294 thru 341
Work on Extra Credit Portfolio Builder Project 6
Turn In: * "Portfolio Project Builder 5".

SIXTEENTH WEEK (Advanced Text Formatting)

Tue 12/6: **Lab:** Work on "Portfolio Project Builder 6" Finish all work.

Thur 12/8: **Turn In:** LAST CHANCE All Work including Extra Credit
"Portfolio Project Builder 6".

SEVENTEENTH WEEK (Finals Week)

Tue 12/13: **Activity:** *NO NEW PROJECT SUBMISSIONS ALLOWED*
Bring in Notebook/Portfolio complete with all
Portfolio Project Builder Outputs for Grade Check
Final Check with instructor of all Projects and Grades

Assignment Submittal Instructions

All assignment submissions will be Adobe InDesign CS6 "Assignment" and/or "Portfolio Builder Project" files with .indd or .indt file extensions and/or folders with properly named files in them will be named in the following format:

132YourNameAssignment#Description

(File name examples: 132PetrilliAssignment1PicasandPoints.indd or 132DonPetrilliPortfolioBuilderProject1Logo.indd)

All assignment submittals will consist of;

a. A black and white hard copy proof of the document(s) if required by the Assignment/Portfolio Builder Project, (see page five of this syllabus)

b. A typewritten paragraph of 100 words or less printed and attached to assignments with hard copies required or in electronic form submitted a properly named file with all required project files (You may use InDesign or Word),

c. An electronic folder with the course number 132, student's name and assignment/project and number as the name of the folder with all files used for the hard copy proof output therein, (folder name example 132JaneDoeAssn1) A folder is not necessary if the assignment submissions is only one file.

d. Item "c" will be placed in the instructor's "Drop Box" on the instructor's computer the same date that the student submits the portfolio to the instructor.

No assignments will be grade or be considered as "turned in" without both printed proofs and electronic files/folder

1. Print out full sized proofs of all parts of the Portfolio Builder projects, including all printers marks, bleeds, slugs and any additional lines or marks as described on Page 5 of the Syllabus

2. All assignments will be placed in a portfolio presentation consisting of either a notebook or art portfolio. (This single portfolio/notebook will be presented at the "Consultation with instructor" during finals week. *See Last Week above.*)

3. All assignments will be submitted in a neatly organized presentation.

4. Each assignment will be accompanied with a typewritten paragraph of 100 words or less explaining;

a. Any complications encountered while doing the project.

b. Skills learned in this project.

c. Problems with, or helpful information from class instruction

d. How you can apply the skills learned from this lesson in your usage goals for Adobe InDesign CS3.

e. Any additional information or comments you desire to make.

5. Assignments not turned in on time will not be given a letter grade but will be recorded as "turned in". "Turned in" assignment will help a final grade in a positive manner. Only assignments turned in on time will have full value in determining the final grade. *Example:* If a student turns in all of their assignments but they are all late, at the instructors discretion, the student might get a "C" in the class if the assignments are sufficiently complete and the work is of "C" or better quality. In any case a student turning all assignments, or a majority of assignments, in late will not receive a grade higher than a "C". See your syllabus for other factors that can affect your final grade.

Laney College
Graphic Arts Department
GrArts 132 Digital Documents (Adobe InDesign)
List of Assignments and Submission Requirments.
(Print Grayscale Proofs, Typewritten Paragraph and Submit to Instructor.
Place an electronic file into "Petrilli-Drop Box")

Assignment 1 - Measurements for Print Graphics
• Submit file into Petrilli-Dropbox
• Proof printout required:
   Picas & Points Assignment (Print after week 4 lecture)

Assignment 2 - Drawing in InDesign
• Submit file into Petrilli-Dropbox
• Proof printout required:
   Wall Paper Swatch (Print after week 4 lecture)

Assignment 3 - Identity Package, Portfolio Builder Project 1, Creative Concepts Design Agency (As an option you may design the Identity Package for your personal business or that of a friend.)
• Submit chapter files into Petrilli-Dropbox, do not print chapter files.
• Submit Portfolio Builder Project 1 files into Petrilli-Dropbox
• Proof printout required of Portfolio Builder Project 1 with all marks:
   1. Logo on 8.5 x 11 paper
   2. Letterhead - on 11 x 17
   3. Envelope - on 8.5 x 11
   4. Business Card - on 8.5 x 11

Assignment 4 - Ads, Portfolio Builder Project 2, Laguna Beach Sawdust Festival (Two Ads.)
• Do not printout the Jazzfest poster from the chapter exercises but submit file into Petrilli-Dropbox
• Submit Portfolio Builder Project 2 files into Petrilli-Dropbox
• Proof printout of both Laguna Beach Sawdust Festival Ads required with all marks:
   1. 9.5 x 11.5 ad with no bleeds - on 11 x 17
   2. 8 1/4 x 10 7/8 ad with 1/8 bleeds - on 11 x 17

Assignment 5 - Calendar, Portfolio Builder Project 3, Humane Society Calendar*
• Do not printout Heart Smart Newsletter, but submit all saved files into Petrilli-Dropbox
• No proof printout required, submit Portfolio Builder Project 3 file into Petrilli-Dropbox
   * Just submit Humane Society Calendar file to "Petrilli-Drop Box".

Assignment 6 - Realty Collateral Booklet, Portfolio Builder Project 4, Home Enhancement Guide
• Do not printout chapter files16 page booklet Home Enhancement Guide, but submit file into Petrilli-Dropbox
• No proof printout required:
   1. Submit 16 page Home Enhancement Guide file to "Petrilli-Drop Box".
   2. Also - submit the file for Portfolio Project Builder 5 the Home Buyers Collateral Booklet.

Assignment 7 - Menu, Portfolio Project Builder 5, Hollywood Sandwich Menu
• Do not print "Ireland Travel Brochure" files, but submit file into Petrilli-Dropbox
• Proof printout required of Portfolio Builder Project 5 with all marks and submit file into Petrilli-Dropbox
   1. 8.5 x 11 Hollywood Sandwich Menu - Export the file as a PDF and Print 1 sheet of 11 x 17 on 2 sides with all fold marks and bleeds from the PDF file.

Assignment 8 - EXTRA CREDIT Versioned Product Brochure, Portfolio Builder Project 6, Miami/Equatorial Travel Agency Brochure
This assignment is optional for those of you who work fast and need more practice using InDesign.
• Do not printout toys_spring.pdf but submit all files saved.
• No proof printout required:
   1. Just submit Miami/Equatorial Travel Agency Brochure file to "Petrilli-Drop Box".