



Don Petrilli, Instructor
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Course Code: 40932

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

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

Office Hours:
 Mon.-Thurs. 1:00-1:50PM

Department Website:
www.laney.edu/wp/graphic_arts

Digital Documents (Adobe InDesign)

Course: Graphic Arts 132, Digital Documents (Adobe InDesign) Fall 2013

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, Assignment Sheets, and Lecture Handouts along with other materials can be found at http://elaney.org/wp/graphic_arts/graphic-arts-courses/ and are password protected.

The password is the same as the computer login plus the course number with no spaces.

Text Absolutely Required: Against the Clock

Adobe InDesign CS6, The Professional Portfolio
 ISBN 978-1-936201-11-2

Materials Required: 1. 1 USB Flash Drive, or cloud storage account such as dropbox.com
 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 completion 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% - assignment, 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.

A student must complete all assignments to receive 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 usually indicated in this syllabus but changes may be made during lectures. 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 on assignment deadlines 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 regularly scheduled days as designated in the "Schedule of Classes" thereafter unless otherwise designated by the instructor. Presentations and/or lectures will not be repeated for any individual for any reason. Doctor or dental appointments of non-emergency nature are not legitimate reasons to miss class presentations or lectures. In order for students to receive credit for attendance, students must "sign-in" on the appropriate role sheet within the first 15 minutes of lecture or lab sessions and personally account for their hours of attendance. Partial attendance credit may be given by the instructor if a student signs in after the first 15 minutes of lecture or lab sessions. No postdated sign-ins will be accepted.

Add and Drop Policy: It is an individual student's responsibility to add or drop if necessary. Students not attending class, "no shows", any one of the first three sessions may be dropped from the class 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.

- 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 signing-in for a classmate will be dropped from the class.
- It is your responsibility to check in with the instructor if you are late.
- Please call or email the instructor if you know you will be late or absent. (Limited absences will be excused if the instructor is notified prior to a class session.)
- Arrangements for alternative participation can be made in special circumstances (i.e. childcare problems, work conflicts, dependant illness, etc.).
- Class begins promptly on the hour, a 15 min. break will occur approximately 2 hours into the session.
- Food and drink in the facility is discouraged. If brought in it will be kept in the "break area" only. Please 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.
- 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.
- The copying or "down loading" of files to or from the hard drive (except individual student temporary work files) to diskettes or other 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.
- Smoking is not permitted on the Laney College campus.
- It is the student's responsibility to drop a class if they so choose. 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.
- Students will have additional lab time and will be enrolled automatically in a Graphic Arts 0 unit, non credit lab. Individual instructors will give you a 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.
- Cell phone use is strictly forbidden while in the Graphic Arts facility. This includes text messages. 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.
- 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.
- 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.
- 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.

Fall 2013 CLASS SCHEDULE

Don Petrilli, Instructor Office: A151 Phone: 464-3263

Email: dpetrilli@peralta.edu laney.edu/wp/graphic_arts

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

FIRST WEEK (Introduction)

Tues. 8/20: **Introductory Lecture:** Course Overview: Student responsibility, attendance policy, class schedule, projects. **Keep notebook/portfolio.**

Begin Introduction to InDesign: The InDesign User Interface Tools, Panels, Customizing the Workspace, Preferences,

Thur 8/22: **Short Lab Exercise:** Do Pages 5 thru 31 in book.

SECOND WEEK (The InDesign User Interface)

Tue 8/27: **All Students Must have Textbook by 9/3**

Lecture 1: Review: Tools, Panels, Customizing the Workspace, Preferences, Introduce: Picas and Points, Create a Document

New Assignments: *Finish by Third Week, Due Fourth Week Thur*
Assignment #1 "Using Picas and Points"

Thur 8/29: **Lab:** Finish Assignment #1, Finish Pages 5 thru 23, Go to Petrilli-Student Files, GrArts 132 "Creating Documents" and do the exercise. (Save for future use.)

THIRD WEEK (Printing InDesign Files)

Tue 9/3: **Lecture 2:** Printing InDesign Files, Start Building a Logo

Thur 9/5: **Lab:** Review in Petrilli-Student Files, GrArts 132 "IdentityPackageLogoTsquarePart1"

Turn In: , Files and Print of Assignment #1

FOURTH WEEK (Project 1 Identity Package)

Tue 9/10: **Lecture 3:** Building a Logo

New Assignments: *Due Ninth Week Thur* "Portfolio Builder Project 1"

Thur 9/12: **Lab:** Review in Petrilli-Student Files, GrArts 132 "IdentityPackageLogoTsquarePart2", Go to Petrilli-Student Files, GrArts 132 "IdentityPackagePractice" and do the exercise. (Save files to turn in with Portfolio Builder Project 1 when completed.), Work on Project 1 Do Pages 27 thru 76

FIFTH WEEK (Project 1 Identity Package)

Tue 9/17: **Lecture 4:** Creating Basic Page Elements, Placing Images

Thur 9/18: **Lab:** Work on Portfolio Builder Project 1
Finish Pages 27 thru 76

Turn In: All files of the Identity Package and Portfolio Builder Project 1

SIXTH WEEK (Project 2 Festival Poster)

Tue 9/24: **Lecture 5:** Building Graphic Interest, Color

New Assignments: *Due Tenth Week Thur*
"Portfolio Project Builder 2"

Thur 9/26: **Lab:** Work on Project 2 Do Pages 85 thru 111

SEVENTH WEEK (Character and Paragraph Formatting)

Tue 10/1: **Lecture 6:** Threading, Character and Paragraph Formatting

Thur 10/3: **Lab:** Work Project 2, Do Pages 112 thru 145

Last Day to Turn In: Assignment #1

EIGHTH WEEK (Templates and Styles)

Tue 10/8: **Lecture 7:** Templates, Working with Styles

New Assignments: *Due Eleventh Week Thur*
"Portfolio Builder Project 3"

Thur 10/10: **Lab:** Review for Midterm,

Work on "Portfolio Builder Project 2"

Work on "Project 3", Do Pages 149 thru 180,

NINTH WEEK (Midterm)

Tue 10/15: **Midterm**

Thur 10/17: **Lab:** Go Over Midterm, Catch up on book assignments

Last Day to Turn In: * "Portfolio Builder Project 1".

TENTH WEEK (Tables)

Tue 10/22: **Lecture 8:** Tables

Thur 10/24: **Lab:** Work on "Project 3", Do Pages 181 thru 192, Work on "Portfolio Builder Project 3" (Special Assignment, Not in Book)

Last Day to Turn In: "Portfolio Builder Project 2".

ELEVENTH WEEK (Master Pages)

Tue 10/29: **Lecture 9:** Master Pages

New Assignments: *Due Fourteenth Week Thur*
"Portfolio Project Builder 4"

Thur 10/31: **Lab:** Finish "Portfolio Builder Project 3" (Special Assignment, Not in Book)
Work on "Project 4", Do Pages 213 thru 231

Last Day to Turn In: "Portfolio Project Builder 3".

TWELFTH WEEK (More Controls & Dummies)

Tue 11/5: **Lecture 10:** Controlling Text & Planning

Thur 11/7: **Lab:** Work on "Project 4", Do Pages 231 thru 262

THIRTEENTH WEEK (Realty Collateral Broklet)

Tue 11/12: **Lecture 11:** Working with Templates

Thur 11/14: **Lab:** Work on "Portfolio Project Builder 4"

FOURTEENTH WEEK (Realty Collateral Broklet)

Tue 11/19: **Lecture 12:** Advanced Frame Options

Thur 11/21: **Lab:** Work on "Portfolio Project Builder 4"

Last Day to Turn In: * "Chapter 4".

Continued on Reverse Side

FIFTEENTH WEEK (Advanced Frame Options)

Tue 11/26: **Lecture: 13** More Styles

New Assignments: *Due Sixteenth Week Thur*
"Portfolio Project Builder 5"

Thur 11/28: **Lab: No Class School Holiday - Thanksgiving Day**

SIXTEENTH WEEK (Advanced Text Formatting)

Tue 5/14: **Lab:** Work on "Project 5", Do Pages 277 thru 338 Work on
"Portfolio Project Builder 5"
Extra Credit: Do Project 6 & Portfolio Builder Project 6

Thur 5/16: **Lab:** Work on "Portfolio Project Builder 5" Finish all work
Last Day to Turn In: * "Portfolio Project Builder 5" and
EXTRA CREDIT.

SEVENTEENTH WEEK (Finals Week)

Tue 5/21: **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 Requirements**

1. All assignment submittals will;
 - a. depending on the type of submission necessary as explained on the "Assignment Sheet", either will be contained in a pocket folder type notebook, mounted on a quality presentation board cut to specifications or presented as an electronic presentation.
 - b. be accompanied by a Project Summary consisting of a typewritten paragraph of not less than 25 words nor more than 100 words, (You may use InDesign or Word), (See item 4 below for complete instructions.) This must be mounted on the back of a presentation board submittal or in the pocket folder for non-mounted submissions or if the assignment is submitted electronically only then it will be in electronic file format.
 - c. have clearly legible on the back of the mounting board or on each page of a pocket folder submission,
 1. The student's name,
 2. The class name and number,
 3. The assignment number with each section or part clearly identified
 - d. be submitted to the Petrilli-Drop Box folder on the student computers in the lab. All files included in the folder will have all electronic file names in the following format, first your class number, then your name followed by the assignment number and any Part designation.
example: **132>YourNameAssn2PartB.indd**
2. No assignments will be graded or be considered as "turned in" if not
 - a. completed and turned in "On Time" as determined by the instructor.
 - b. completed as required on the assignment sheet and these Assignment Submittal Requirements.
 - c. clearly and legibly labeled as described in section "1c" above.
3. All assignments will be submitted in a neatly organized presentation. Each part or section must separated and be clearly labeled on the back (see "1c" above) and in order as listed on the assignment sheet.
4. Each assignment will be accompanied by a Project Summary consisting of a typewritten paragraph of 100 words or less explaining;
 - a. Any complications encountered while doing the project.
 - b. Knowledge and Skills learned in this project.
 - c. Problems with, or helpful information from class instruction.
 - d. How the knowledge and skills learned from this lesson be applied in your future as a graphic designer.
 - e. Any additional information or comments you desire to make.
5. Assignments not turned in on time will be graded at the discretion of the instructor on a time available basis only. If a late assignment is graded by the instructor it will not receive an "A" grade but will start at a reduced level depending on how late the assignment is turned in. If time does not permit grading they will be recorded as "turned in" .
6. A "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". This means that if you turn in all of your assignments late and you got an "B" on all of your assignment (and your attendance is acceptable) you will not receive a grade better than a "C" for the course. Poor attendance would drop this grade even lower.

See Page 2 of the 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 Requirements.

Instructions For All Assignments:

- Create a folder titled 132YourNameAssignment?
- Place all required final digital files into the above mentioned folder. Submit the folder with all other digital requirements to “Petrilli-Dropbox”
- Print required grayscale “Proofs” as per assignment instructions. Submit all printed proofs with any other printed requirements to the instructor.
- Submit a printed short typewritten “Assignment Evaluation Paragraph” to the Instructor with any required greyscale proofs, or if digital files only are required submit an electronic version of the short typewritten “Assignment Evaluation Paragraph” in above mentioned folder.
- Submitted printed proofs and digital files must match exactly.

Assignment 1 - Measurements for Print Graphics

Proof printout required:

Picas & Points Assignment (Print after week 4 lecture)

Assignment 2 - This Assignment is cancelled.

Assignment 3 - This assignment consists of 3 parts to do and turn in.

- Create a folder and submit in the Petrilli-Dropbox the following three groups of files. Also give to the instructor the required printed proofs and evaluation paragraph. Name this folder 132YourNameAssignment3
 1. Do the *Against the Clock* textbook Project 1 chapter but do not print any of this chapter. Submit a sample of the final saved files of this chapter work by placing them into the 132YourNameAssignment3 folder together with numbers 2 and 3.
 2. Do the “Identity Package Practice” exercises provided in the Petrilli - Student Files. Do not print any of this practice identity package. Submit a sample of the final saved files of this practice work by placing each into the 132YourNameAssignment3 folder together with numbers 1 and 3.
 3. Do the Portfolio Builder Project 1 Creative Concepts Design Agency on page 83 in the *Against the Clock* textbook. (As an option you may design an Identity Package for your personal business or that of a friend but it must be a real business.) Submit a sample of the final saved files of this Portfolio Builder Project 1 work by placing each into the 132YourNameAssignment3 folder together with numbers 1 and 3.

Also, submit a greyscale “Proof” printout of 1–4 below with all crop marks and page information:

1. 3 x 3 Logo page printed and centered on 8.5 x 11 paper
2. 8.5 x 11 Letterhead printed and centered on 11 x 17 paper
3. 4.125 x 10.5 #10 Envelope printed and centered on 8.5 x 11
4. 3.5 x 2 or 2 x 3.5 Business Card printed and centered on 8.5 x 11

Assignment 4 - This assignment consists of 2 parts to do and turn in. Create a folder and submit in the Petrilli-Dropbox the following three groups of files.

1. Do the *Against the Clock* textbook Project 2, the Jazz Poster chapter but do not printout the Jazzfest poster from this chapter. Submit a sample of the final saved files of this chapter work by placing them into the 132YourNameAssignment4 folder together with digital files of number 2 below.
2. Do the Portfolio Builder Project 2 Laguna Beach Sawdust Festival (Two Ads.) on page 145 in the *Against the Clock* textbook. Submit a sample of the final digital files of the Laguna Beach Sawdust Festival (Two Ads.) by placing each into the 132YourNameAssignment4 folder along with number 1 above.

Also, submit a greyscale “Proof” printout of 1 & 2 below with all crop marks and page information:

1. 9.5 x 11.5 ad with no bleeds printed on 11 x 17
2. 8 1/4 x 10 7/8 ad with 1/8 bleeds printed on 11 x 17

Continued on back

Assignment 5 - This assignment consists of 4 parts to do and turn in. DO NOT DO THE Calendar, Portfolio Builder Project 3, Humane Society Calendar

1. Do the *Against the Clock* textbook Project 3, the Heart Smart Newsletter chapter but do not printout the Heart Smart Newsletter from this chapter. Submit a sample of the final saved files of this chapter work by placing them into the 132YourNameAssignment5 folder together with digital files of number 2–4 below.

See the “Special Assignment” sheet for instructions on the next three submission items.

2. DO NOT DO THE Calendar, Portfolio Builder Project 3, Humane Society Calendar.
Submit the final saved digital files only for the 8.5 x 11, 4 page newsletter template with nameplate by placing them into the 132YourNameAssignment5 folder together with digital files of number 1 above and 3 & 4 below.
3. Submit the final saved digital files only for the 8.5 x 11, 4 page keyline rough of the newsletter by placing them into the 132YourNameAssignment5 folder together with digital files of number 1 & 2 above and 4 below.
4. Submit the final saved digital files for the 8.5 x 11, 4 page completed Desktop Publishing Newsletter by placing them into the 132YourNameAssignment5 folder together with digital files of number 1–3 above.
Also, submit a greyscale “Proof” printout of 4 above, the completed Desktop Publishing Newsletter, with all crop marks and page information with spreads printed 2-sides on an 11 x 17 (Oversized) sheet :

Assignment 6 - This assignment consists of 1 part only., Project 4, Home Enhancement Guide

1. Do the *Against the Clock* textbook Project 4, the Realty Collateral Booklet chapter, pages 211–230 only. You may finish the rest of this chapter for extra credit if you have time. Do not printout the Realty Collateral Booklet chapter, pages 211–230. Submit a sample of the final saved files of this chapter work by placing them into the 132YourNameAssignment6 folder. Do not printout 16 page booklet Home

Assignment 7 - This assignment consists of 2 parts Menu, Portfolio Project Builder 5, Hollywood Sandwich Menu

1. Do the *Against the Clock* textbook Project 5, the Ireland Travel Brochure chapter but do not printout the Ireland Travel Brochure from this chapter. Submit a sample of the final saved files of this chapter work by placing them into the 132YourNameAssignment7 folder together with digital files of number 2 below.
2. Do the Portfolio Builder Project 5 Hollywood Sandwich Menu on page 343 in the *Against the Clock* textbook. Submit a sample of the final digital files of the Hollywood Sandwich Menu by placing it into the 132YourNameAssignment7 folder along with number 1 above.
Also, submit a greyscale “Proof” printout. 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 consists of 2 parts

This assignment is optional for those of you who work fast and need more practice using InDesign.

1. Do the *Against the Clock* textbook Project 6, the Digital Layout Variations chapter but do not printout this chapter. Submit a sample of the final saved files of this chapter work by placing them into the 132YourNameAssignment8 folder together with digital files of number 2 below.
Do not printout toys_spring.pdf but submit all files saved.
2. Do the Portfolio Builder Project 6 the Lancaster Promotions page 420 in the *Against the Clock* textbook. Submit a sample of the final digital files of the Lancaster Promotion by placing it into the 132YourNameAssignment8 folder along with number 1 above.