

SYLLABUS

COM 378: Graphic and Publication Design
Spring 2008
Chaminade University

TIME: M 5:30-8:20 PM
DATES: 01/08-05/11
PLACE: Rm. 127 Eiben Hall
INSTRUCTOR: Kirsten Rae Simonsen
INSTRUCTOR EMAIL: ksimonse@hawaii.edu

COURSE DESCRIPTION

COM 378: Graphic and Publication Design emphasizes the visual aspects of communication by focusing on the creative process of using art and technology through computer-assisted page design and layout.

Objectives:

- To design effective layouts that clearly communicate the message, objective and purpose for a target audience.
- To experience each step of the design process - concept development, production and completion of various forms of print media.
- To develop skills using the tools associated with computer assisted page layout, graphic design & desktop publishing.

PROJECTS

This course uses a “portfolio grading” strategy, similar to what employers use when evaluating the potential of job applicants. Grades are based on the readiness and acceptability of a given assignment’s use in a professional publication. The following is a guide to grades assigned:

A+/A Publishable as submitted; free from design corrections
A-/B+ Publishable with minor refinements
B/B- Overall design adequate; revisions needed
C+/C Overall design satisfactory; major revisions needed
C-/D+ Overall design seriously flawed; redesign needed.

Final grades:

As a lab course, much of the final grade is determined by completed assignments. There is no final exam; a final portfolio takes its place. Quizzes cover topics discussed in class.

Final grades are calculated accordingly:

Projects:	60 %
Quizzes:	20 %
Final Portfolio:	40%

MATERIALS NEEDED for class:

- USB thumb drive of at least 512MG-2GB of storage capacity
- sketch book
- pencils
- eraser
- pencil sharpener
- black pens (micron)
- 12" ruler
- other supplies TBA

TEXT

Harrower, T. (2002):

The Newspaper Designer's Handbook, 5th Ed. (Boston: McGraw-Hill)

Recommended: a good Quark manual is definitely recommended. Here is one I like:

Weinmann, E. and Lourekas, T.:

QuarkXPress 7 for Windows & Macintosh (Visual QuickStart Guide) (Peachpit Press)

COURSE OVERVIEW

1. Attendance: Come to class! Be on time! It's simple. The more you come, the more you learn ... the more you learn, the better your grade. Much of our class time will be allotted to actual work on your assignments, and I will be there to help you.

a. Roll will be taken at the beginning of each class. If a student is not there when roll is taken, s/he will be counted absent. It is important to arrive in class at the scheduled time. If you are tardy, leave early, or take unauthorized breaks, you will be counted absent, may miss important announcements, or an assignment.

b. If a student misses more than the equivalent of two weeks of class, unexcused, during a regular 15-week semester, the final course grade may be lowered by one full letter grade. Students with more than two weeks of absences (out of 15 weeks) should seriously consider withdrawal from the course.

c. Documentation for absences (due within one week of the absence) for illness, official university functions, or other dire emergencies may be excused. Work-related absences, picking up people from the airport and hangovers are not excused absences.

d. Students involved in military deployment should visit with instructor, if possible, to make arrangements for course completion.

e. It is the absent student's, not the instructor's, responsibility to catch up after missed class days by making arrangements with a classmate for class notes or missed assignments.

2. Computer lab: No food or drinks by the computers - it's too easy to gum up the expensive equipment. Eat before you come to class.

3. Assignments: This class will be conducted more like a job than a class.

You will have deadlines that you must meet in order to earn your grade. In the advertising/ design business, if you miss deadlines it could cost you your job, and your company the client.

- In order to impress upon you the importance of deadlines in this line of work, late work will only be eligible for half credit.
- Assignments must be printed by the end of class on deadline days.
- Missed quizzes are not eligible for make up.
- PROOFREAD CAREFULLY! Design projects that contain more than one typographical or grammatical error are subject to a one letter grade penalty.
- Students should keep a copy of all their work.

4. Plagiarism: Students must do their own work on all assignments. All assignments should be original work done by the student for this class. Use of work that is not credited to the original source, or use of someone else's speech or written material is a serious academic offense and will not be tolerated. Communication Department policy requires that, on first offense, plagiarized assignments will be given a grade of zero and the student's final course grade will reduced by one full letter. A second offense will result in automatic failure of the class. Refer to the Student Handbook (p. 91) for the complete University policy regarding plagiarism and academic dishonesty.

5. Miscellaneous:

- Please turn off all cell phone ringers and audible pagers before class begins. Repeated violation of this rule will result in an unexcused absence.
- The instructor and the Communication Department reserve the right to determine all aspects of the COM378 curriculum and course content.

SCHEDULE OF PROJECTS

NOTE: This schedule is subject to revision at any time.

Week	Date	Topic	Due
1	M 1/14	Introduction Discuss Identity Design: résumé	
2	M 1/21	Father Chaminade/MLK Day (no class)	
3	M 1/28	CRITIQUE: Identity Design: Résumé Introduction to QuarkXpress Begin Promotional Design: invitations/stationary	Identity Design: Résumé
4	M 2/4	Promotional Design: invitations/stationary	
5	M 2/11	CRITIQUE: Promotional Design: invitations/stationary Begin Editorial Design: newsletters	Promotional Design: invitations/stationary
6	M 2/18	President's Day (no class)	
7	M 2/25	Continue Editorial Design: newsletters	
8	M 3/3	CRITIQUE: Editorial Design: newsletters Begin Editorial Design: magazine spread (photo page lay-out)	Editorial Design: newsletters
9	M 3/10	Continue Editorial Design: magazine spread (photo page lay-out)	
10	M 3/17	CRITIQUE: Editorial Design: magazine spread (photo page lay-out) Begin Editorial Design: magazine covers (front page lay-out)	Editorial Design: magazine spread (photo page lay-out)

Week	Date	Topic	Due
11	M 3/24	SPRING BREAK	
12	M 3/31	Continue Editorial Design: magazine covers (front page lay-out)	
13	M 4/7	CRITIQUE: Editorial Design: magazine covers (front page lay-out) Begin Promotional Design: brochures	Editorial Design: magazine covers (front page lay-out)
14	M 4/14	Continue Promotional Design: brochures	
15	M 4/21	Continue Promotional Design: brochures	
16	M 4/28	FINAL CRITIQUE: Promotional Design: brochures	Promotional Design: brochures
17	M 5/5	FINAL EXAM WEEK	