

MART 378: Digital Page Layout

Syllabus

When	Spring Semester, 2021, Thursdays, 6:30pm - 9:20pm (Time posted to WebSchedule of 6:30 - 7:45 was incorrect)
CRN	42464
Where	Zoom
Who	James Khazar
Office Hours	On Zoom Thursdays 4-6pm. Link posted on Canvas home page.
Email	classes at khazar dot com

Units

3 Units, 48-54 lecture hours

Course Description

MART 378 is an introductory course in page layout for graphic design for print publication. Through projects and assignments, students integrate sound design principles and digital software skills in the creation of multiple page documents. Both Macintosh and Windows environments are supported.

This course is built around the use of the 2019 version of the industry-leading page layout software, Adobe InDesign Creative Cloud. We will work closely with our textbook, Adobe InDesign Classroom In A Book, and use the software to create typical page layout projects, including a one-page black and white page, a four-page multi-column newsletter with photographs, a four-color product brochure, and sample pages for a large document textbook project. Topics include:

- Getting to Know InDesign
- Setting Up A Document and Working with Pages
- Using Master Pages
- Working with Objects
- Flowing and Editing Text
- Working with Typography
- Working with CMYK Color
- Working with Styles
- Importing and Modifying Graphics
- Working with Long Documents

Student Learning Objectives (SLOs)

Upon successful completion of this course, a student will be able to:

- A. Define Placeholder Text, where it can be found and why it is used.
- B. Utilize Paragraph styles from one file to another file
- C. Define and describe the importance of Grids

Administration

Grading

GradingScale

Letter	Score	Range	Letter	Score	Range
A+	100	100 - 97.5	C+	70	< 72.5 - 67.5
A	95	< 97.5 - 92.5	C	65	< 67.5 - 62.5
A-	90	< 92.5 - 87.5	C-	60	< 62.5 - 57.5
B+	85	< 87.5 - 82.5	D+	55	< 57.5 - 52.5
B	80	< 82.5 - 77.5	D	50	< 52.5 - 47.5
B-	75	< 77.5 - 72.5	D-	45	< 47.5 - 42.5
			F	0	< 42.5

Grading Components

Assignment 1:	33%
Assignment 2:	33%
Assignment 3:	34%

Grading is based on assignments and participation in class and crits. Assignments must be complete to receive a passing grade.

Guidelines for a High Grade (B+ or higher)

- Attend all classes and avoid being late or leaving early
- Participate in critiques and volunteer constructive criticism to other student's work
- Do your reading and research for your projects and explore more than one solution
- Successfully incorporate skills and disciplines acquired from earlier projects into later projects
- Neatness counts! Turn in clean, well-presented work (well named layers, etc.)
- Be resourceful, be creative and when in doubt, ask

Rules

- All assignments are due at the beginning of class
- Late assignments are lowered by one full grade
- Assignments will not be accepted for grading at all after the beginning of the next class session after it's due
- Attendance at the final is required
- Creativity and neatness count!

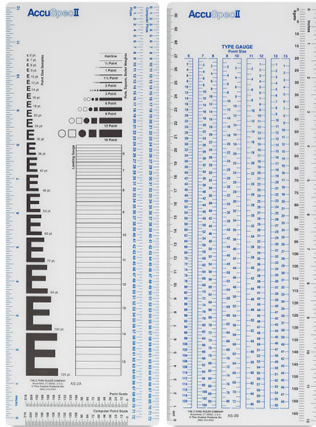
Misc.

- Please consult your class schedule for any drop class information and CR/NC grading policies, as this is the responsibility of the student.
- Sometimes student works will be used by Cañada College for educational purposes and to promote the program or college or in galleries or shows or other forums. It is important to always include your name in your file so proper attribution can be given. Unnamed or improperly named files may be attributed to 'Anonymous'. To 'opt out', submit a request in writing at the any time during the semester.

Required Materials

Storage

- Removable storage (USB Jump Drives: 512MB at least) or access to Cloud Storage for storing your assignments and backing them up



- C-Thru AccuSpec II Designer's Rule set

Required Text



- Adobe InDesign CC Classroom in a Book
2019 Release
Adobe Press, 2019
ISBN-13: 0135262153