DDSGN 121
Layout Design and Publishing

Item #: 1821 AS (3 credits)  
Instructor: Kathleen L. Beaumont  
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Phone: (253)840-8450  
Office Hours: Please call to schedule an appointment. I do not have an office on the Lakewood campus.

Class Schedule: Wednesdays, 5:45-8:15 p.m.  
First Day of Class: April 1, 2009  
Last Day of Class: June 10, 2009  
Course Website: www.pierce.ctc.edu/KBeaumont/DDSGN/

Course Description:

Layout Design and Publishing is a three (3) credit Pierce College course offered during Winter and Spring Quarters as part of the Associate in Digital Design degree. This class explores and implements layout theory and design processes to create production projects using publishing production techniques. Topics include:

A. History and Processes of Publishing  
B. Design Theory  
C. Proofreading Techniques  
D. Visual Impact  
E. File Formats for Print  
F. Hardware and Software Requirements  
G. Care Options  
H. Regulations and Laws

Course Outcomes:

- Examine the history, processes, and trends of layout design in the publishing industry.
- Create a variety of projects that visually communicate their ideas to a viewer.
- Explore different design styles and how the use of graphics and text impact the audience.
- Proofread and correct layout and text problems.
- Select appropriate file formats and conversion methods for a variety of digital design projects.
- Use a variety of hardware and software to create a desired project.
- Identify career options in layout design and publishing.
- Identify and apply regulations and laws related to the publishing world.
Required Course Materials and Textbooks:

1. Minimum of three (3) CD/CDRW’s for homework assignments. Label all CDs and any plastic cases with your name. Check with your instructor regarding other acceptable media types. You will be turning in one of these CD’s with each assignment and retain one for your work in progress.

2. Two (2) plastic or paper project envelopes with secure clasp or flap. Must be large enough to hold projects and disks.

3. Minimum of 150 sheets of heavy weight laser or ink jet paper designed for two sided color printing. Paper type will depend on the printer you choose to use for this project. You will be using this paper on the menu, newsletter and final project. All other projects can be done on paper supplied in the computer lab.

4. Plastic sheet protectors, report cover or other suitable cover for menu assignment.

5. Professional binding for final project. You may choose to use the services of copy shop such as Office Max or Kinkos, or utilize the comb binder in the classroom as long as supplies are available.

6. OPTIONAL BOOK:
InDesign CS4 for Macintosh and Windows (Visual QuickStart Guide)
Publisher: Peachpit Press
November 28, 2008
ISBN-10: 0321573579
(This book is available at local bookstores or online.)
Attendance:

It is important to attend every class as there is little time to make up material and assignments you miss. If you miss a class it is your responsibility to get notes from another student and contact the instructor regarding materials covered. The instructor may not have time during class to re-teach the material you have missed. Absence from class is not considered an acceptable reason to miss a due date as you can request to turn in your assignment via e-mail and usually have seven (7) days to complete each assignment. Even if you miss the lab instructional session, the assignment is still due on its scheduled date.

Assignment Schedule:

Every class will end with a design project assignment. Due dates for each assignment will be announced and are firm. Design assignment which should be turned in both in print and on a disk in an envelope that can be secured. These assignments are due at the beginning of the next class session. You will usually have some time to start an assignments in class, however, you will not have time to complete them during class time. Plan on spending time (2-4 hours) outside of class in the Sunrise 121 lab doing homework as this is the only lab with current Digital Design software.

Penalty for Late Assignments:

Critical to success in this field is the ability to complete work in the time allotted. This is a publication deadline driven profession and so is this course. In both real life and in this class you will probably never be have “enough” time to perfect a project. It is important to stay on schedule and turn in assignments on time. Late assignments will receive a automatic 50% reduction of score and must be turned in with the next lab assignment or they will not be accepted. You must turn in and complete assignments to pass this class. If you miss class the assignment will always be posted on the web site.

Special Needs:

Students with disabilities who believe they may need academic adjustments, auxiliary aids or services to fully participate in course activities or meet course requirements are encouraged to register with the Disability Support Services (DSS) Office, Room 300K in the Cascade Building. You may also call the DSS Office to make an appointment to meet with the DSS Coordinator at (253) 964-6526 or 964-6527. Students requesting academic adjustments must obtain the “Approved Quarterly Academic Adjustments, Auxiliary Aids or Services” (green) form provided by DSS before any adjustments are made.
Outcomes Assessment and Grading:

All design projects will be reviewed and graded by the instructor. Your instructor will provide you with written feedback and suggests to help with the learning process. Assignments and exams have the following point values:

- Production Lab Projects ............................................ 100 points each
- Scanning and Written Assignments ............................. 50 points each
- Final Student Project ................................................. 200 points

Final grades in this course will be assessed on the following scale that is used for all Digital Design Program courses:

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<thead>
<tr>
<th>Percentages</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>95-100</td>
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<tr>
<td>90-94</td>
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<td>87-89</td>
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<td>83-86</td>
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<td>80-82</td>
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<tr>
<td>Under 70%</td>
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Emergency Closure Information:

Pierce College classes may be canceled or delayed in case of snow, extreme cold or other emergency. When possible, this information will be posted on the home page of our Web site www.pierce.ctc.edu or on the statewide public schools emergency disclosure system at www.schoolreport.org. You may also call Pierce College Fort Steilacoom for recorded messages or additional information: (253) 964-6500. This information is also provided to the following media outlets:

- Television: KING 5, KIRO 7, KOMO 4
- AM Radio: KIRO 710, KOMO, 1000
- FM Radio: KBSG 97.3, KIRO 100.7, KJR 95.7, KLSY 92.5, KUBE 93.3

Special Notes:

All Pierce College rules and regulations apply to this course. The class schedule, assignments and syllabus are subject to change.

Design Information:

This document was designed using Adobe InDesign and Photoshop CS4 and converted to an Adobe Acrobat PDF file.