Digital Design + Layout

Please note, the instructor reserves the right to make changes to this syllabus and the assignment sheet. In the event that it becomes necessary, students will be notified through their University of Florida email accounts.

Course Description and Objectives

To communicate effectively, it is important to understand how different design elements contribute to a person's perceptions and interpretation of visual materials. This course looks into the design application of Adobe InDesign. The course begins with the basic fundamental concepts and moves quickly into advanced methods and features of digital design, including the knowledge to prepare documents for the web. This course will examine how to design with restrictions and make appropriate design selections.

Methodology consists of a step-by-step informational format from basics to the advance. By the end of the semester, students will have the knowledge and capability to develop effective designs, interactive PDFs with bookmarks, hyperlinks and buttons.

Class Format

This is an online class; our sessions will be live, but we will not be in the same physical space. I will be available to meet with students at pre-scheduled times, in which students may log-on to Adobe Connect to have live and interactive meetings. I will also respond to emails within 48 hours, and return grades within a two week period.

This class is intended to be interactive, and will be conducted as such. Students will be expected to participate regularly in class discussions and in-class critiques. The only way to truly learn and understand InDesign and design skills is through practice, trial and error and asking questions.

Expectations of Students

Attend all live classes and have the necessary equipment to participate (internet access, web cam, microphone etc.)
Have Adobe InDesign CS6 or higher installed on their computer.
Turn in all work by the required deadline. Late work due to computer issues will not be tolerated.
Participate in class discussions. Provide useful feedback to classmates.

Recommended Textbooks

Golombisky, K., & Hagen, R. (2010). White space is not your enemy: A beginner's guide to communicating through graphic, Web and multimedia design. Focal Press.
Available on Amazon

Optional Textbooks

Real World Adobe InDesign CC by Olav Martin Kvern
Available on Amazon

Assignments

All assignments (excluding reaction papers) will be due on Sundays at 5 pm EST. Specific dates will be listed in Sakai under assignments and in the due dates PDF.

Homework Homework will be assigned three times throughout the semester. These assignments are designed for students to demonstrate their mastery of technical skills covered in InDesign lessons.

Quizzes Three quizzes will be assigned throughout the semester, corresponding with homework assignments. They will be available on the assessments tab of Sakai.

Projects Three projects will be assigned throughout the semester, assessing comprehension of theoretical ideas and technical skills. Students will present their progress in a class critique before each project is submitted for a grade. Detailed requirements will be provided on the assignments tab of Sakai when projects become available. Due dates are listed below.

Project One In-class crtique Sept 29/ Due for grade Oct 5
Project Two In-class crtique Nov 3/ Due for grade Nov 9
Final Project In-class crtique Dec 8/ Due for grade Dec 14

Make-up Work

Students are expected to attend all live classes. In the event that a student is not able to attend class, they are asked to watch the recorded lecture and write a one-page reaction paper to the discussions in class. Reaction papers are due by 5 pm before the following class.

Requirements for class attendance and make-up assignments, projects and other work in this course are consistent with the university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Late work

All work is due on or before the due date. Extensions for deadlines will only be given on a case by case basis. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Unless otherwise excused, work submitted up to 24 hours after the due date will be accepted with a 20 point penalty for projects and a 5 point penalty for homework assignments. No work will be accepted past that time.

Grades

Students are evaluated on the basis of their timely and effective completion of homework assignments and projects. More specifically, grades are assigned based on how well students apply principles of layout and design, the effectiveness and aesthetics of the projects, class attendance and contributions, and effectiveness in meeting due dates and project requirements.

Project One 75 points
Project Two 75 points
Final Project 150 points
Homework 60 points (20 points each)
Quizzes 60 points (20 points each)
Attendance 50 points
Total 470 points

Final Grades

Information about UF's grading policy can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

A 442–470 points or 94–100%
A- 423–441 points or 90–93.99%
B+ 409–422 points or 87–89.99%
B 395–408 points or 84–86.99%
B- 376–394 points or 80–83.99%
C+ 362–375 points or 77-79.99%

C 348–361 points or 74–76.99%
C- 329–347 points or 70–73.99%
D+ 315–328 points or 67–69.99%
D 301–314points or 64–66.99%
D- 282–300 points or 60-79.99%
E 0-281 points or 0–59.99%

Academic Honesty Policy

Each graduate student signed an Academic Integrity Statement when they entered the college of Journalism and Communications. The students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

You can review UF's academic honesty guidelines in detail at: http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php

Students with Disabilities

Students requesting classroom accommodation must first register with the Disability Resource Center at University of Florida Dean of Students Office, refer to the following UF link for more information http://www.dso.ufl.edu/. The Dean of Students Office will review each case and, if appropriate, provide documentation to the student who must then share this documentation to the instructor.

Online Course Evaluation Process

Students are expected to provide feedback on the quality of instruction in this course by completing the online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

Tentative Schedule

	Theory	InDesign Skills
Aug 25	Design basics, works everytime layout	InDesign overview, workspace set-up, guides, pages panel
Sept 1	No class — Holiday	
Sept 8	Layout sins, assign homework/quiz one	Basic tools, placeholder text, exporting your files
Sept 15	Seven elements of design, six principles of design, gestalt principles	Color swatches, gradients
Sept 22	Working with grids and layouts	Images in InDesign, packaging files
Sept 29	Project one critiques	
Oct 6	Assign homework two/quiz two and project two	Images in depth, text wrap
Oct 13	Intro to typography — font categories, history, selecting fonts, best practices	Advanced type in InDesign
Oct 20	No class	

	Theory	InDesign Skills
Oct 27		InDesign character/paragraph and object styles, paths, master pages
Nov 3	Project two critiques	
Nov 10	Understanding color — what color means, print vs screen. Assign final project.	Advanced swatches
Nov 17	Designing infographics, assign homework three/quiz three	Tables, interactivity
Nov 24	Selecting images — best practices, types of visuals	Anchored objects
Dec 1		Tables of contents, indexes, step and repeat, type on a path
Dec 8	Final Project Critiques	