

Digital Design and Layout

VIC5326, Spring 2013

Credits: 3

Class Times: Monday, 7:00-10:00pm EST

Instructor: Christine E. Simon

Email: csimon06@ufl.edu

Office Hours: By appointment

*The instructor reserves the right to make changes to this syllabus and assignment sheet. In the event that changes become necessary, students will be notified through their **University of Florida Email** accounts.*

Course Description/Objective

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 CS5. 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 selections of design elements.

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 at designated time intervals (to be determined at a later date).

This class is intended to be interactive, and will be conducted as such. Students will be expected to participate and become involved with the lesson every week. The only way to truly learn and understand InDesign and design skills is through practice, trial and error and asking questions.

Occasionally throughout the semester, there will be additional videos or meeting times added to the schedule. To accommodate all students' schedules, these additional meeting times will be either pre-recorded to provide additional information on a topic, or pre-scheduled meeting times, with optional attendance (but must be watched at a later time) to further discuss topics as a class.

Expectations

- You are expected to attend all classes live, and have all the necessary equipment to attend and participate in class (compatible computer, webcam, mic).
- You are expected to have InDesign CS5 or higher installed in your computer.
- You are expected to complete and turn in all work on time. Work that is turned in late due to connectivity issues or a crashed hard drive will not be tolerated; it is your responsibility to be proactive - complete and submit assignments early to avoid internet-related delays and back up your work on a regular basis.

Readings/Textbook

Required:

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.

Assignments

Homework:

Each week of InDesign Instruction will contain a homework assignment to practice that week's lesson. While homework assignments focus on the technical aspects of InDesign, a continued practice of design principles must still be executed. Instructions for the homework assignments will be released after class.

Homework assignments will be due the following Sunday by 5pm EST.

Concept Applications:

There will be two lessons in which students will be given a concept application assignment. The purpose of the concept application assignment is for the student to demonstrate and execute their understanding to make appropriate design element selections with given parameters.

Students will have to make selections and design an InDesign document with the instructions provided, write a 1 page explanation for the selections made and present the document in class.

Project 1:

Students will be assigned a theme for which you will develop a five-page document. The purpose of this project is to demonstrate and execute an understanding of the principles of design and layout, selection of design elements and comprehension of the basic InDesign tools. Requirements for the project will be provided in an instructions page.

Students will also be required to write a 1-page paper explaining the design choices they made.

Project 2:

Students will be given instructions on a specific theme to select to develop a ten-page document. The purpose of this project is to demonstrate and execute an understanding of typography selection, image selection and the creation and execution of styles in InDesign.

This is a comprehensive project, and as such students will be expected to follow the principles of design and layout, proper selections of design elements and a continued comprehension of using all the InDesign features that have been taught to this point. Requirements for the project will be provided in an instructions page.

Students will also be required to write a 1-page paper explaining the design choices they made.

Final Project:

Students will develop a 20-page, interactive document with the final format intended to be for both a print and internet placement. The theme for this project will be provided to the student with substantial time for completion.

The final project will be a comprehensive assessment of the InDesign lessons from the entire semester. Students will be required to incorporate specific elements from each lesson, which will be included in an instructions page.

Students will also be required to write a 1-page paper explaining the design choices they made.

Quizzes

There will be a quiz given after each InDesign-centered lesson. The quizzes will be open for a period of days, to allow time for all students to complete the quiz.

Attendance/Participation

This is a live class and you are expected to attend the live session. Your participation grade is earned through involvement in activities and discussions that occur during the “Discussion” weeks. If you are unable to attend class, for whatever reason, you are expected to notify the instructor in advance about the absence.

You will also be able to make-up the missed participation from the “Discussion” week by writing a ½ - 1 page reaction to the conversation that took place in class. This may include sharing your viewpoints on the subject, a reaction to other students’ points of views, random thoughts that occurred to you as you watched the discussion, questions that have remained unanswered, etc.

Reaction papers will be due by 5pm EST before the following class.

Grading

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.

GRADE BREAKDOWN

Attendance/Participation – 10%
Homework Assignments – 10%
Quizzes – 5%
Concept Application Assignments – 10%
Project 1 – 15%
Project 2 – 20%
Final Project – 30%

FINAL GRADING

A (4.0)= 93-100	A- (3.67)= 90-92	B+ (3.33)= 87-89	B (3.0)= 83-86	B- (3.0)= 80-82	C+ (2.33)= 77-79
C (2.0)= 73-76	C- (1.67)= 70-72	D+ (1.0)= 67-69	D (1.0)= 63- 66	D- (.67)= 60-63	E (0.0)= 0-59

Information about UF's grading policy can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Students will be evaluated on participation through their ability to apply concepts from required readings through live and/or online course discussions. Unexcused absences will negatively impact the grade. Late arrivals and/or early departures also will be factored into this portion of the course evaluation.

Course Policies

Each student is expected to have read the assigned material and be on time, prepared and ready to participate in course presentations and discussions. While the course is taught at a distance, all classes are live. Students are expected to attend each week's class, unless they have been given permission by the instructor to do otherwise. All project due dates are firm.

Requirements for class attendance and make-up exams, assignments, and other work are consistent with University policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

1. Lateness, early departure, and repeated absences may still result in a reduction of your final participation grade.
2. Further failure to participate in class discussions will result in a reduction of your participation grade
3. Late work will not be accepted without prior instructor approval.
4. Students in this class are expected to follow the UF regulations regarding academic honesty and integrity.
5. The criteria to receive an incomplete are described in the University of Florida catalogue.

Students with Disabilities or Requesting Accommodations

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.

Plagiarism, Cheating or other Academic Misconduct

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>

Netiquette

- In all online communication, it is expected that all students will follow rules of online "netiquette." Netiquette is a set of rules for polite behavior that all members of this class is expected to follow. See details at <http://www.albion.com/netiquette/index.html> Basically, these rules say, "be respectful and be polite to each other." In addition, "be patient and considerate of others." No one is perfect and we all have different approaches to life, work, and school.
- Individuals who violate the netiquette policy or engage in disruptive online behaviors such as flaming, (posting disrespectful or hostile comments,) posting inappropriate comments, or shouting (posting messages all in capitals letters) may have their course access privileges revoke and/or they may be referred to the Student Dean's office.
- Those, whom continue to engage in unacceptable online behavior even after being warned, may be permanently denied access to the course and/or may receive an F for the course.
- You will NOT use e-mail short hand like ROTFLO, (rolling on the floor laughing out loud) or BTW (by the way) – not everyone knows what these abbreviations mean.

**Anyone who violates these policies in this course will receive failing grade and face further sanctions from the college and university.*

Tentative Class Schedule

January 7 (Week 1):

Discussion:

Introduction to course
Overview of InDesign
Overview of design and layout basics

Assignments:

- Watch introduction video
- Quiz 1 released
- Homework 1 assigned
- Reading for next class – Chapter 1, 3-4

January 14 (Week 2):

InDesign Lesson:

Working with objects: Layers, texts and graphics

Assignments:

- Homework 2 assigned
- Quiz 2 released
- Reading for next class – Chapters 5-7

January 21 (Week 3):

NO CLASS

January 28 (Week 4):

Discussion:

Principles of design & layout
How to work with objects: Selection, placement and purpose

February 4 (Week 5):

PROJECT 1 DUE

InDesign Lesson:

Text & Typography Styles

Assignments:

- Homework 3 assigned
- Quiz 3 released
- Reading for Next Class – Chapter 8

February 11 (Week 6):

InDesign Lesson:

Object Styles, Effects & Master Pages

Assignments:

- Homework 4 assigned
- Quiz 4 released

February 18 (Week 7):

Discussion:

How to work with and select text & typography

Assignments:

- Concept Application 1 assigned

February 25 (Week 8):

Discussion:

How to work with and select images, graphics and effects

March 4:

SPRING BREAK

March 11 (Week 9):

Presentations – Concept Application 1

March 18 (Week 10):

PROJECT 2 DUE

InDesign Lesson:

Table Styles

Assignments:

- Homework 5 assigned
- Quiz 5 released
- Reading for next class – Chapter 9-10

March 25 (Week 11):

Discussion:

Understanding color: Its meaning and purpose; selections

Assignments:

- Concept Application 2 assigned

April 1 (Week 12):

InDesign Lesson:

Long documents: Table of contents, indexing and additional features

Assignments:

- Homework 6 assigned
- Quiz 6 released

April 8 (Week 13):

InDesign Lesson:

Interactive documents

Assignments:

- Homework 7 assigned
- Quiz 7 released

April 15 (Week 14):

Presentations – Concept Application 2

Discussion:

Last minute reviews, examples and demonstrations

Assignments:

- Reading for next class – Chapter 11

April 22 (Week 15):

Last Class

Presentations – Final Project

Discussion:

Review of InDesign and design & layout principles

Address any questions or concerns

FINAL PROJECT DUE APRIL 26th by 5 PM EST