**Syllabus: J115**

**Course Description:**
Introduction to publication design and production.

**Objectives:**

**Typography**
- Letterform anatomy
- Type classifications
- Typographic hierarchy
- Designing with type for readability
- Working with type as a graphic

**Design**
- The Rule of Thirds
- Basic principles of design for communication
- Layout elements: newspaper, newsletter, magazine
- The five factors of readability
- Problem solving with design

**Computer Production**
- Hands-on InDesign, Photoshop and Illustrator
- Working with type
- Creating palettes and master pages
- Mastering tabs and indents
- Working with graphics
- Converting images for print
- Managing links and fonts

**Pre-press Production**
- The offset printing process
- Resolution issues for print
- Color: RGB vs. CMYK
- Graphic file formats
- Creating overprints and traps
- Preflighting files for press

**Planning for Print**
- *If time allows:*
  - Budget issues
  - Paper considerations

**Standard Policies**
- All students shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See *Student’s Guide Handbook, Policies and Procedures, Conduct.*
- The university will not condone plagiarism in any form. Any student who submits another’s work as their own will receive an F in the course. A second offense, in any journalism course, will result in the student being expelled from the department.

**Attendance**
- Three unexcused absences will cost you a letter grade overall. For an absence to be excused, you must turn in a written note from someone in authority. You must also supply their phone number for confirmation.
- *After four unexcused absences, you will be dropped from the class.*
- Excusable absences:
  - (a) participation in a required/authorized University activity;
  - (b) verified illness;
  - (c) death in a student’s immediate family;
  - (d) obligation of student at legal proceedings in fulfilling responsibility as a citizen.
- Three tardies will equal one unexcused absence. If you are not present for roll call, you will be marked absent. It is your responsibility to see me after class to change the absence to a tardy.

**Class Rules**
- Your mother is not enrolled in this class. Keep your work area clean and organized both around and in the computer.
- Keep your fingers off the monitors! Make sure they are clean before class starts; if not, clean it. If it’s dirty after class, points will be taken.
- Quit all applications at the end of class.
- No food or drink in the lab.
- Cell phones may be used only as part of class instruction as directed by the instructor.
- At no point are you to access the internet in class unless specifically directed. First offense: you will be asked to leave class immediately and you will be marked absent. Second offense: you will be dropped from the class.
- Always use Safari (Internet Explorer will lock up the computer).

**Evaluation**
- Your final grade will be based on accumulated points earned.
  - Organization, neatness, class participation, attendance ......................... 10%
  - Assignments, worksheets, quizzes, tests .............................. 40%
  - Production exercises ................................. 40%
  - Final notebook ............................... 10%
- Deadlines are critical in this industry. A missed deadline will cost you a letter grade on the assignment.
- Makeup quizzes and tests available only if the absence is excused.

Students with Disabilities: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services · Texas A&M University-Commerce
Gee Library, Room 132 · Phone 903-886-5150 or 903-886-5835 · Fax 903-468-8148
StudentDisabilityServices@tamu-commerce.edu