

SYLLABUS FOR GRPH 1422

ELECTRONIC PUBLISHING I

In addition to the General Program Policy that you should have already read, the following specific items apply to this course:

Grading: *Assignments* — evaluated on technical execution and proper use of typography, extra credit work will be averaged into the total grade for assignments..... 20%

Page Make-Over Project — comprehensive project using all software covered during the semester, evaluation based on instructor’s experience of the technical execution and proper use of typographic rules 20%

Notebook — containing class notes, hand-outs, print-outs of assignments, and other items as assigned; evaluation based on neatness, logical organization and accuracy. Normal completion = “B”, superior completion, as judged by the instructor, for an “A” requires creative effort such as including most of the following: magazine articles, typesetting the notes, cross indexing, table of contents, etc..... 20%

Pop Tests — given randomly at the beginning of class and being the Designated Note Taker (DNT)..... 20%

Participation in discussion, preparation, additional assignments, and cooperation — on a daily basis..... 20%

Textbook: *Typography Fundamentals* by Stewart, Greenspan and Munday (provided by the Printing Department in your course handouts)

Visual QuickStart Guide—QuarkXPress for Macintosh, by Elaine Weinmann, Peachpit Press. Will be stocked at Bevo’s, instructor will announce details.

The software programs that you will be using in this course are licensed to the college as the original purchaser and as such are not available for students to duplicate for their personal use. Do not use college equipment to duplicate (pirate) commercial software for other students or to produce work-for-profit.

TOPICAL COURSE OUTLINE:

1.0 Introduction

- 1.1 Instructor and student background presentations
- 1.2 Overview of semester, Syllabus, access to lab outside class time and file cards
- 1.3 Inventory and demo of equipment and software, preview of Mac Guided Tour
- 1.4 Formatting your own data and back-up disks
- 1.5 Reading assignment—*Mac 101*, the Macintosh Glossary; Text—*Typography Fundamentals*, pages 1–3, and Appendix A—“X-Height”, pages 36–37.

2.0 Macintosh Guided Tour

- 2.1 Lecture over 1.5 Reading assignment (may be divided over several sessions)
- 2.2 Practice with Macintosh Guided Tour
- 2.3 Review 1.5 Reading assignment
- 2.4 Lecture and demo over 2.2 (may be divided over several sessions)

3.0 Microsoft Word

- 3.1 Reading assignment—8 page handout on copy prep/proof readers marks, “Introduction to Word Processing” handout, and
Typography Fundamentals, pages 4–13 (stop at
“A Thumbnail History of Type”)
- 3.2 Lecture on 3.1 and mini-demonstration of Word
- 3.3 Work with self-paced tutorial tape, Level W-1 on Microsoft Word. Complete **Extra Practice Exercise** at the end of the tape, print, and turn-in for grading
- 3.4 Reading Assignment—Appendix B, “The Mac is not a Typewriter”, and
Appendix C, “More Typographical Rules of Thumb”
- 3.5 Lecture on 3.4
- 3.6 Reading assignment—*Typography Fundamentals*, pages 13–35
- 3.7 Assignment: Bring in 3 examples each of good and bad typography. Be prepared to explain your opinion of the examples.
- 3.8 Lecture on 3.6
- 3.9 Word Project—“Formatting and Editing Exercise Using Copy Prep and Proofreaders Marks”. Print when complete and turn-in for grading.

4.0 QuarkXPress

- 4.1 Mini-demonstration/lecture on QuarkXPress
- 4.2 Work with self-paced tutorial transcripts

5.0 Page Make-Over

- 5.1 Assignment: **Page Make-Over** (Redesign a sample page)
- 5.2 Show rough draft of **Page Make-Over** for approval, then a comprehensive
- 5.3 Produce **Page Make-Over** using Word and QuarkXPress.

6.0 Optional Material—Adobe PageMaker

- 6.1 Mini-demonstration/lecture on QuarkXPress
- 6.2 Work with self-paced tutorial tapes

7.0 Final Grading

- 7.1 Turn-in Notebook & **Page Make-Over** project for grading .