CSA 108 Desktop Publishing – 16AUTM
Wednesday nights, 6 to 10:30 p.m. in the College Park Computer Lab

Instructor: Mike Bockoven
Phone: Cell - (308) 383-1741 - Please no calls after 10 p.m.
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Course credits: 3 Credits

Readings: *The Elements Of Visual Style* By: Robert W Harris Houghton Mifflin Publisher
ISBN-13: 978-0-618-77245-6  ISBN-10: 0-618-77245-6. The class will also feature a number of hand outs, so please bring a 3-ring binder to keep track of them, and will be utilizing the Blackboard course environment. Access to Blackboard will be necessary in this class.

Purpose: To give a student lab intensive experience in desktop publishing using personal computers, demonstrate how technology can facilitate the creation of quality documents through the implementation of concepts of layout and design, and provide hands on use of drawing programs, design programs, presentation graphics and desktop publishing.

Course Requirements and Points

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Grading Policy

A - 300-270  
B - 269-240  
C - 239-200  
D - 199-170  
F - Below 169

Assignments

**Weekly Projects** - During this class, you will have 7 projects you will be expected to complete. Some projects you will be able to complete in class, others may require some out of class work. The projects will include business cards, letterhead, newsletters, flyers, brochures, web pages and posters. You will be graded on how well you display concepts covered in class and adapt these concepts for your specific projects, parameters and visual style.

**Final Project** - For the final project, you will choose one of three projects that incorporates many of the concepts from the previous classes. Class time is not budgeted for this project.

**Design Journal** - Each week (beginning the second week of class) you will be expected to keep a "design journal" which includes three examples each week. You can choose to bring physical copies of the examples in to class or post them on Blackboard. Options will be discussed in class.

**Attendance/Participation** - While each class represents its own, distinct design idea, the tools of desktop publishing will build on themselves throughout the class. For this reason, attendance and participation are extremely important. You are allowed one excused absence over the course of the term, with an excused absence defined as an absence excused by the professor prior to the start of class. Any absence after that will result in loss of points toward your final grade. Specifics will be discussed the first day of class.

Upon completion of this course students will be able to:

- Effectively use Microsoft Word and Microsoft Publisher to create design documents
- Understand the basic design theory
- Show off finished projects such as brochures, newsletters, flyers, business cards and more
- Create design pieces on a deadline
The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies.

**WEEK 1**
Introduction - What is design?
Class Explanation
The Basics of Design - Text and Art
Word 7 and Publisher Basics
Typefaces and Fonts
ASSIGNMENT - Business Cards
DESIGN NOTEBOOK - Find three instances where fonts convey meaning or style
READING - Word 7 Vocabulary/Chapter I in “Elements of Visual Style”

**WEEK 2**
HAND IN - Business Cards
Further discussion on Typeface and Font use
Tips on how to effectively utilize typeface in design
Pages -How size and content dictate the job
How to layout pages in Word 7 and Publisher
ASSIGNMENT - Create a newsletter front page
DESIGN NOTEBOOK - Layouts with lots of information
READING - Chapter 2 in “Elements of Visual Style”

**WEEK 3**
HAND IN - Front page layout
Continue page layout discussion - Balance, Proportion and Harmony
How bad content can hamstring good design (expectation)
Mistakes in front pages and how to fix them
ASSIGNMENT - Design Flyers with at least three visual elements
DESIGN NOTEBOOK - Flyers, Posters, hand bills or ads
READING - Chapter 3 in "Elements of Visual Style”

**WEEK 4**
HAND IN - Flyer
Manipulating Art: When to use art and when not to
Art to convey information, art to look pretty
Too Much Art!
Organizing information
ASSIGNMENT - Take given information and arrange it in a visual appealing way on letterhead you create
DESIGN NOTEBOOK - Competent and incompetent design examples
READING - Chapter 4 in "Elements of Visual Style”

**WEEK 5**
HAND IN - Letterhead and arranged information assignment
Organize from conception to finished product
Pitfalls of organizing large amounts of information
Adding Emphasis in different situations
A case of contrast
Discuss final project
ASSIGNMENT - Create a poster with given information
DESIGN NOTEBOOK - Find 3 examples of highlighted information using different techniques
READING - Chapter 5 in “Elements of Visual Style”

WEEK 6
More on contrast - the new generation of ideas
Why contrast continues to increase in importance
Solving problems mid-design and during final proof
Discussion and approval of final project
ASSIGNMENT - Create a brochure
DESIGN NOTEBOOK - Find three designs with problems
READING - Chapter 6 in “Elements of Visual Style”

WEEK 7
Fixing problems in class
Fixing your earlier designs
Further discussion on final project
Work time on final project
ASSIGNMENT - Create the front page of a web page
DESIGN NOTEBOOK - Three designs you really like (be able to explain)

WEEK 8
Final assignment turn in and class discussion

Doane College’s mission is to provide an exceptional liberal arts education in a creative, inclusive, and collaborative community where faculty and staff work closely with undergraduate and graduate students preparing them for lives rooted in intellectual inquiry, ethical values, and a commitment to engage as leaders and responsible citizens in the world.