Art 143 Digital Publishing Fundamentals
Fall 2018 • El Camino College

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(email is the best way to reach me)

Section 5116
Art 5, TTh 2:00-4:55/2:00-5:10pm (Mac)

Office: Art 16A, 310/660-3593 x3533
Office Hours: T/Th: 9-9:30am and 5-5:30pm
in Art 5/Art 16A

www. JoyceDallalTeaching.com

Catalog Description:
This course is an introduction to fundamental concepts and practices of digital publishing for print and screen. Topics include integration of typography, color, images, and graphic design principles with contemporary digital tools. Students work on both individual and group projects.

Course Description
This is a studio art course that introduces the computer as a tool for the design and production of published material. The course stresses basic design concepts and problem solving, as well as comprehension of the artistic and commercial applications of the computer. This course is taught on Macintosh computers primarily using Adobe InDesign, a desktop publishing program widely used in the design profession. We will also use Adobe Illustrator and Photoshop for preparing images used in student designs.

   The class is a combination of lectures, demonstrations, in-class exercises and projects where the student will demonstrate comprehension of class material by putting concepts to use in their own artwork. Emphasis is placed on the development of problem solving design skills. Assignments are both on and off the computer. Students can expect to put in an average of 3 hours a week outside of class. In addition to completing assignments, students are expected to participate in class critiques and discussions, attend outside exhibitions as assigned. Students will work on both individual and group projects.

Course Objectives:
1. Demonstrate the use and operation of a computer system and graphics software.
2. Combine type and images using desktop publishing software to produce publications for print and screen.
3. Apply elements and principles of 2D design to digital publications.
4. Assess the scope and purpose of design projects and apply appropriate strategies of teamwork, time management, design, and production to meet deadlines.
5. Professionally present final digital comprehensives for print and screen.
6. Analyze, discuss, and critique digital publications.

Student Learning Outcomes
1. Use desktop publishing software to create publications for print and screen.
2. Apply 2D elements and principles of design to digital publications.
3. Utilize time management and organizational skills to meet publication deadlines.

Course Methods
The class is a combination of lectures, demonstrations, in-class exercises and projects where the student will demonstrate comprehension of class material by putting concepts to use in their own designs. Emphasis is placed on the development of problem solving design skills. Assignments are both on and off the computer. Students can expect to put in an average of 3 hours a week outside of class. In addition to completing assignments, students are expected to participate in class critiques and discussions and attend outside exhibitions as assigned. Up-to-date schedule and information can be found on **JoyceDallalTeaching.com**

Recommended Preparation: One semester of either Art 141 Digital Art Fundamentals, or Art 131 Typography

Required Text:
We will be using online tutorials primarily from the Adobe website, and an online version of *The Non-Designer's Design and Type Book* by Robin Williams. Check www.JoyceDallalTeaching.com for specifics.

Other Texts and Resources:
• *Lynda.com* This is an online collection of courses in many topics. Access is free with a county library card.
• *Visual Quickstart Guide to InDesign or other InDesign reference*
• I recommend that you regularly look at a high quality design magazine such as *Print (*www.printmag.com*), Communication Arts (*www.commarts.com), *Step by Step Graphics (*www.stepinsidedesign.com), *How (*www.howdesign.com). Many

of these are available in the school library periodical section for in-library use. Some have student subscription prices (Communication Arts).

There are umpteen sources on the web that have software tips, tricks, and tutorials; you are encouraged to do your own search and share your links in the Facebook group when you find something good.

www.JoyceDallalTeaching.com
This is our class website. ***Bookmark it since it won't come up on a google search.*** Click on the Art 143 link for the up-to-date schedule.

Software
We will be using Adobe CC in the classroom. If you do not already own the software, you may purchase it at a student discount at **www.collegebuys.org**. Click on "Adobe Student Software." You will need to provide proof of your community college enrollment.

Attendance (www.elcamino.edu/admissions/attendance.asp)
You are expected to attend every class meeting and you must arrive on time. Lectures and demonstrations are integral to the class and cannot be repeated, and lab time on the computers is difficult to schedule. Students will receive 1 point for every class session attended on time which will be part of your class participation grade. *Four consecutive absences are grounds for dismissal from the class. Excessive tardies or leaving early may also affect your class participation grade.* If you have an unexpected emergency and cannot come to class you can e-mail me at dallalecc@gmail.com. You are accountable for all information, assignments and homework you miss during your absence.

Class Participation and Effort
In addition to attending class, you must complete and hand in assignments and *use class time wisely. Surfing the internet, doing your e-mail, and instant messaging are not considered a wise use of class time, and you may be asked to leave the class session if not participating in classwork.* Regular attendance is considered wise. Time is provided during class to work on projects both on and off the computer. Your class participation grade is based upon how much effort you put into successfully completing the assignments, how much you challenge yourself to do the best you can, and how much you contribute to the class during lab time, critiques, group projects, and discussions. *Please note: All students are required to keep an online blog specific to this class to record the steps involved in assignments such as: research, sketches, ideas, rough drafts and final revisions, as well as other research assignments. This will require the use of a blogging site such as tumblr and providing access to your blog to the teacher and other students.*

Facebook Group
Addtional participation points can be earned by joining the **ECC Art 143 Digital Publishing Fundamentals** Facebook Group, where you can ask for input on your work-in-progress and post things relevant to the class. Just search for it and send a request to join.

Lab Time
will be posted as soon as we have hours arranged.
Art 218: Located on the second floor of the Art and Behavioral Science Building (Mac Open Lab/Color Print Center)
Art 5:   Located on the basement of the Art and Behavioral Science Building (Mac Classroom)
        Open TTh 9-9:30am and TTh 12:30-2pm
ITEC 32, 33, & 34: Windows Classrooms located in the basement of the ITEC building
        Hours to be announced (Open lab will be in the room not being used as a classroom.)
Unless you have access to your own computer with the proper software, you will have to use these lab times outside of class.

Tutoring
We are fortunate to have an in-class tutor for Art 143 who will keep the lab open *every Tuesday and Thursday from 12:30-2pm in Art 5*.

Printing
Black and white laser prints are provided free of charge in the art labs. You need to provide your own paper. Color inkjet printing and color laser printing is available for a charge in our digital print center in Art 218. You may use your own printer if you have one or go off campus to a service bureau.

Laptops
Students may use their own laptop in class provided they have the software we are using in class (Adobe CC). Laptops must be closed during lectures unless used for notetaking. Students wishing to use a laptop to take lecture notes may be asked to post their notes to their blog following each class session.

Dropping

The instructor may drop a student if the student has three consecutive unexcused absences. However, it is ultimately your responsibility to make sure you have been officially dropped from the class to receive a grade of "W". Any student not officially dropped from the class that has stopped attending will receive a grade of "F".

Incomplete
Please discuss any issues that will interfere with your ability to complete the class with the instructor. Grades of incomplete can be given for verifiable extenuating circumstances that are beyond the student's control. The student must have completed 3/4 of the course work.

Academic Honesty
El Camino College places a high value on the integrity of its student scholars. When an instructor determines that there is evidence of dishonesty in any academic work (including, but not limited to cheating, plagiarism, or theft of exam materials), disciplinary action appropriate to the misconduct as defined in BP 5500 may be taken. A failing grade on an assignment in which academic dishonesty has occurred and suspension from class are among the disciplinary actions for academic dishonesty (AP 5520). Students with any questions about the Academic Honesty or discipline policies are encouraged to speak with their instructor in advance.

Students with Disabilities
Please discuss any issues that may affect your performance in class with the instructor. It is the policy of the El Camino Community College District to encourage full inclusion of people with disabilities in all programs and services. Students with disabilities who believe they may need accommodations in this class are asked to contact the campus Special Resource Center (310) 660-3295, as soon as possible. This will ensure that students are able to fully participate.

Grades

Projects (require demonstration of software skills, design skills, originality, creativity, presentation skills)	50%
Exercises (require demonstration of software skills)	20%
Quizzes/Tests (in-class or take home worksheets, some quizzes are on the computer. No make-up for in-class quizzes.)	10%
Blog (reviewed in class with instructor in individual meetings)	10%
Participation (attendance, collaboration, communication, effort, improvement)	10%
Final Grade	100%

Exercise Grading Rubrics: *Total 3pts*
3-Demonstrates full understanding of skills and concepts
2-Demonstrates partial understanding of skills and concepts
1-Does not demonstrate understanding of skills and concepts
0-Not turned in

Project Grading Rubrics: *Total 16 points, 4 in each of the following areas:*
4=excellent 3=good 2=fair 1=poor 0=not turned in
Technical:
• Software mastery (shows mastery of tools and techniques demonstrated in class/tutorials)
• File management (Use of layers, naming layers, correctly naming and saving files)
Aesthetic:
• Effective application of design principles (formal visual qualities)
• Effective communication of concept (idea, message or story intriguing and clear, does the form complement and enhance the content)
Conceptual:
• Creativity & originality (have we seen this before, is it cliché, is there any surprise, is it fresh and interesting or unusual)
• Risk-taking (did the artist leave their comfort zone and attempt something new/complex/beyond their skill level)
Presentation:
• Presentation method chosen is appropriate to the work and the presentation venue
• Craft (for printed work), all required files handed in with correct color, resolution, and format
Other Grade Info
• Late project assignments will lose points for every class session that they are late.
• Group projects will get an additional 4 points based on peer evaluations for a total of 20 points
• Work-in-progress assignments must be submitted/viewed on time or they will not be accepted.

• Students may redo assignments that are handed in on time for a higher grade but must turn them in by the last day of class. Note: Work that simply satisfies the requirements of the assignment is considered "C" work or average. A "B" grade is for above average work, and "A" is for work that excels in all areas.

Student Blog

All students are required to keep a blog for the class to record your creative process. This will serve as an online journal or sketchbook for your ideas and progress on your projects, a record of the work you do in class, a portfolio to show potential employers and schools you might transfer to, as well as something to share with other students, friends, and family. All entries should be written professionally with correct grammar and spelling. You will be showing the blog to the instructor periodically throughout the semester to assess your progress.

Extra Credit (max 4 points per assignment, 16 points total for semester)

1. Students may attend the exhibitions and the artist lectures presented by the El Camino College Gallery, located on the ground level of the art building for extra credit. To receive your extra credit for attending an exhibition, you must turn in a completed questionnaire about the exhibition to me by the end of the semester. Answers should be typed, written in full sentences and paragraphs, and include the question (OK to just staple the original questionnaire to your response). Questionnaires are handed out at the front desk upon entering the gallery. For a lecture, you must write a short summary (1-2 pages) of what the artist talked about, and specifically what you found relevant to your own work. There are usually 3-4 exhibitions per semester.
2. Often I will discover a museum or gallery show that is relevant to the class and will offer extra credit for these. To receive your extra credit for these additional shows you must hand in a short paper discussing the piece you liked the best and why, and the piece you liked the least and why. Your responses must reflect consideration of the technical, aesthetic, conceptual, and presentation aspects of the work.
3. Supplemental assignments that compliment the class may be assigned for extra credit at the intructor's discretion. Points will be determined at the time the assignment is given.
4. Extra credit will be given for attendance at tutoring sessions.

Materials:

Computer Supplies
Minimum of 2 back-up media such as:
> • External USB drive, I recommend a minimum size of 16 Gig
> • Free online storage such as Drop Box (www.dropbox.com-2 gigs) or Google Drive (6 gigs with a google account)

• A set of earphones
•1 ream of letter size paper for laser printer, this will be used to stock the lab printer and you will receive 3 pts. for bringing it in. You will get 6pts for bringing tabloid size paper! Assorted colored paper, specialty printing paper, and book-binding supplies as needed
•For several projects you will need to get color prints made, the cost will vary depending on the type and size of print. You should anticipate spending at least $30-40 on color prints over the course of the semester depending on where you have your prints made.

Screenprinting Supplies: $30-40.00
Screen cleaning: $7
Screen exposing: $11 for 2 images on same screen
Paper: $10 for 1 pad of 9x12" strathmore bristol board (20 sheets)
Ink: Speedball waterbase fabric screenprint ink: $19 for starter kit (RBYK) or $10 per color for bigger container. (Instructor has many colors in stock so check first)

Sketching Supplies
•Notebook to keep class notes and handouts •Sketchbook and drawing supplies for home use

Mounting Supplies
•Cork backed metal ruler
•exacto knife and blades (#11)
•Spray mount, rubber cement, or bookbinding glue and other bookbinding supplies
•Cutting surface: Borco board (provided in class)
•matboard as needed for mounting projects
Additional supplies may be assigned as needed

Resources
Art supplies: • El Camino College bookstore • Michaels (Hawthorne) • online (Amazon, Jerry's Artorama, Blick)
Computer supplies: • Frye's Electronics • Staples • Best Buy • Costco • Target

Art 143 Semester Schedule

This is the proposed schedule for the semester. We will try to stick to it but sometimes things will need to change due to the pace of the class or other circumstances. Please check the class site for up-to-date scheduling information.

Week 1	**Introductions and Overview of Class** • Blog set-up • Dropbox or Google Drive set-up • Lab set-up and file basics • Type basics	**Assignments** • About me profiles & images of prior work(blog) • Introductions • Nametag (2 fonts)
Weeks 2-4	**Using Adobe Illustrator** • Basic Drawing tools • Type tools • Color tools • Layers & Groups **Using Adobe InDesign** • Text & Image Basics • Character and Paragraph Styles • Typography Terms & Basics • Page Layout • Tables	**Projects:** • Zine *Ongoing each week:* • Various technical exercises in InDesign, Illustrator, Photoshop • Blog: Post process on projects: Idea, research, sketch, production plan, progress, final, critique
Weeks 5-8	**Poster and Book Design** • Illustration, Photographic, Typographic approaches • Grids & layout • Book elements and structure: text variables • Heirarchy	**Projects:** • Myriad, ECC Creative Arts Journal • Art Department Open House • Class catalog *Ongoing: Exercises & Blog*
Weeks 9-13	**Production** • Working with a client • Teamwork & communication • Digital Asset Management • Photoshop image prep for publishing • InDesign advanced book features: automatic numbering, master pages, text variables • Book panel • Preflight	**Projects:** • Myriad • Art Department poster and materials • Class catalog *Ongoing: Exercises & Blog*
Weeks 14-15	**Interactive documents: PDF and E-book** • fixed layout vs. reflowable • Slide show • e-book	**Projects:** Finish production of above projects *Ongoing: Exercises & Blog*
Week 16	**Review & Final Exam**	

Copyright for Artists

Can't I take an image and change it to make it mine?

No. Because one of the exclusive rights granted under copyright is the individual right of the copyright owner to create derivative works from their original copyrighted material.

Modifying or altering an image is infringing upon the copyright owner's rights unless expressed permission is granted or the modification falls under fair use (which is highly unlikely). In a few court cases, a modified image was not considered infringement because the original image was no longer recognizable due to the extent and variety of the alterations.Altering or modifying published works is strongly not recommended because most artists, writers, musicians, photographers, etc., can recognize their own work even through modifications.

Many people believe the "myth" that if they change an existing image a percentage (10%, 30%, etc.), then they can legally use the image. Be advised: that is not the law.

I learned how to make an image with a tutorial. Is that image mine?

If your resulting image from the tutorial is a reproduction or derivation of the tutorial writer's original image, the image you created is not held in copyright to you.

The tutorials are copyrighted to their creator. The original image is in copyright to its creator.

The use of images created from these tutorials are restricted to and by the terms of use (license) of the tutorial writer as the creator of the original image.

However, some techniques may not be copyrighted due to the limitations of methods or procedures to accomplish a task, create an effect or produce a file.

http://www.rightsforartists.com/copyright/