

Course **ART 3000/50 GRAPHICS AND LAYOUT FOR PUBLICATION**
JOUR 2300/50 - JOURNALISM: LAYOUT AND DESIGN
COAP 2020/50 – DESKTOP PUBLISHING
(Semester courses)

Syllabus updated:

Term Fall Semester 2008

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Course Description Involves students in the fundamentals of layout and design for publications. Deals with principles of good typography, general design aspects, front and interior page makeup for magazines, photo placement and other design examples. This course will require intensive practical design work.

Prerequisites Basic experience with and understanding of computers.
Experience with Apple computers ("Macs") is helpful.
This is an entry level class that prepares students for the design, layout and production of printed publications and provides an introduction to the software used (Adobe InDesign, Adobe Photoshop).
Experience with this software is helpful but not required.
Ability to work on projects independently will be very important.

Learning Outcomes General background for the use Photoshop and InDesign. The student will learn about how to develop a visual concept and graphic design for a printed publication, how to organize the production and the finalization of newspapers or magazines and other printed material.
The specific setup of the Webster Mac-Lab will be experienced.

Textbook and other Materials

The lecture will use projected material that will be made available to students by the instructor as .pdf downloads during the week before each exam. This way most of the basic text material students might want to use for this course is available for free through the internet. Some material presented at class might not be available in printable form.

“The Non-Designer’s Design Book” by Robin Williams,
“Design Basics” by David A. Lauer, Stephen Pentak
will be used in this course.

Grading

The final evaluation will be determined using the following:

Projects and Participation 50%

Midterm Exam 25%

Final Exam 25%

The exams will be a two test with 20-25 questions each, based on content of lecture. Some practical project work might also get part of an exam.

Attendance influences the final grades.

Students must timely attend all classes and notify instructor before absences. Absences of twelve (12) hours results in a failing grade.

Undergraduate Courses Grading Scale: (Measured in given points)

A = 93-100, A- = 90-93, B+ = 87-90, B = 83-87, B- = 80-83, C+ = 77-80, C = 73-77, C- = 70-73, D+ = 67-70, D = 60-67, F = 0-60

Activities

This course will use in-class, hands-on work with the layout and design software at the Webster Mac-Lab to practice and reinforce lecture content.

In addition the course will have two tests. Independent and individual work on design projects will require much time besides class hours.

University Policies**Cheating**

Any student found cheating on any part of the course work (homework assignment, term paper, quiz, exam, etc.) will automatically be given an “F” for the course. Any student found to be helping another student to cheat will likewise be given an “F” for the course. In each case, the student will also be put on disciplinary probation for the remainder of her or his stay at Webster. If the student is found to have engaged in cheating a second time, s/he will be automatically expelled from the University.

Attendance

Class attendance is obligatory. Instructors will take attendance at each class session and reduce a student’s course grade by one-third of a letter grade for each full week of class missed. Any student who misses four or more full weeks of class will automatically be given an “F” for the course.

Course Policies

The content of this syllabus will get discussed with students in the beginning of the first day of class. It is understood that students read the syllabus: The policies described here will get applied.

Weekly Schedule

Week 1	Topics: Introduction, basic 2D-design, basics of digital images, Photoshop-Intro
Week 2	Topics: Photoshop project, Typography
Week 3	Topics: Photoshop project, Typography, class presentations
Week 4	Topics: InDesign – Introduction, midterm exam
Week 5	Topics: InDesign project
Week 6	Topics: InDesign project, class presentations
Week 7	Topics: Start final InDesign project
Week 8	Topics: Final Exam, finishing final project, class presentations
Week 9	
Week 10	
Week 11	
Week 12	
Week 13	
Week 14	
Week 15	

Additional Information

Time & Location Tuesday, 6:00 – 10:00 p.m. at “Mac-Lab” – Room 123 (Vienna Campus)

Use of Mac Lab The Webster Vienna Mac-Lab will be available during the official labhours. Students should work on their homework and on projects at the Mac-Lab.

Mac Lab Rules The rules for the use of the Mac-Lab are posted in the room and students are expected to read these rules and to follow them strictly.

Class Breaks There will be breaks during the 4 hour block of class. If students have to eat or drink during class time they should wait for a break.

Class Limit This class is limited to 12 students.

Lab Fee This class requires a lab fee: 30 €

Expenses Some extra expenses for individually used materials might get necessary for this class.

Exams Two exams based on content of class will result in 50% of the final grade. Students will have to write answers to the given questions. These exams may take between 45 and 90 minutes at the end of the class in week 4 and 8. A change of the date for midterm exam may get caused by the progress of the class.

Course Objectives Exploring the basics of 2D design for printed material. Learning aspects of Typography. Developing the process of organizing a layout-project. Understanding necessary steps to prepare images, photos and graphic elements for use in layouts. Familiarizing students with software used in this class. Preparing projects for printing. Recognizing and solving problems during the process of designing, developing and finalizing a layout project. Comparing examples of contemporary publications.

Note ! This syllabus may be revised at any time at the discretion of the instructors without the prior notification or consent of the student.