

Spring 2021 College of Charleston

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Office Hours via Zoom:

MWF: 01:00pm - 02:30pm

THUR: 09:30am - 12:30pm

Appointments at other
times are welcome.



See Zoom ID on main page
of OAKs



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Other Useful Info

As an online course, it is especially important for information to be handy and easy to locate. Be sure to go through the Orientation Module in OAKs carefully to familiarize yourself with important info to help you get off to the right start.

Course Overview

Electronic Publishing and Design focuses on three primary areas — graphic design, principles of design, and the creation of a design portfolio. Students will engage in hands-on projects while examining aesthetic and communicative aspects of design. With the ubiquity of design in our everyday lives, it behooves the average information consumer to become more design literate in order to enhance his ability to communicate in a message-driven world. As a student of design you will learn about timeless principles of design that relate not only to the graphic design world, but many other areas of design.

The course starts with a substantive focus on design theory. Students will develop fluency in the principles of visual design to help to develop solid aesthetic judgement and facilitate improvements in creative thinking.

The primary software tools to be used are within the Adobe Creative Cloud Suite. Using InDesign, students will learn how to perform layout for publications that are mostly intended for the print environment. The course also covers photo editing and manipulation with Adobe's image editing program, Photoshop. In addition, a vector creation software called Illustrator will be employed to draw images from scratch.

The final publication will be a design portfolio. Students will make a positive contribution to their online identity by creating a compelling portfolio that showcases the visual and analytical work done during the course of the semester.

Learning Outcomes

At the end of this course, students will be able to:

- » Recognize and apply the principles of design to assigned projects by using text and imagery to communicate.
- » Perform image creation and manipulation with image editing software.
- » Make appropriate design decisions based on the publication and its audience.
- » Design, create and publish a design portfolio consistent with design principles and with current technology standards.
- » Demonstrate critical analysis of your own work and the work of your peers.
- » Understand and abide by intellectual property rights and licensing in the production of all publications.
- » Develop a variety of documents using desktop publishing software.
- » Become familiar with the process of design, design analysis, and creative problem-solving.
- » Demonstrate efficiency in completing assignments in order to maximize use of time.



Engage!



Expectations for Participation

In order to be successful in this online course, students should be ready to engage and participate as if it is a face-to-face course. Let the only difference be your physical presence. Your active engagement should include, but is not limited to, discussion boards, comments, sharing information and resources that the class might be interested in, and reactions to fellow students' designs.

Software Resources

The major software that we will use is Adobe Creative Cloud—specifically InDesign, Illustrator, and Photoshop.

Fortunately, the College provides free use of the Adobe software suite through **AppsAnywhere.cofc.edu**. Since the version is 2018, our textbook will also be 2018 edition of the book. If you have your own Adobe software, you may continue to use it rather than AppsAnywhere.

 Adobe® Creative Cloud™

 **AppsAnywhere**

Course Structure and Expectations

As an online course, you can appreciate the expectation of the same academic rigor and sense of learning community as face-to-face course. Here is a quick reference to some expectations for engagement in the course. To help assure that we will all be successful in meeting expectations, some of these will also be detailed in the other portions of this syllabus.

- **Log in frequently:** You should login at least 3-4 times per week. This frequency will help avoid missing material or assignments. It also helps to avoid cramming material.
- **Actively engage and participate:** Participate actively in class, including, but not limited to, discussion boards, comments, sharing information and resources that the class might be interested in, and reactions to classmates' designs.
- **Become familiar with the tools:** Beyond the software required to learn the contents of the course, you will need to become familiar with other tools that facilitate communication. Among them are OAKS discussion, Google, VoiceThread, and YouTube.
- **Prepare:** The course involves much more than experimenting with the software. A considerable amount of reading is required in order to understand the "conceptual" aspects of your designs. Expect regular assigned reading material. As well, you should exercise enough curiosity to find additional resources to learn about the design world.
- **Timely Submissions:** Deadlines for assignments and other activities will be announced forthrightly and strictly enforced.



Using Proper Netiquette

The fundamental rules of online behavior are essential for building a community of learners within an online course. It is quite likely that you are familiar with these rules and already adhere to them. In fact, the general rule is simply to **observe to the same standards of behavior online that you follow in real life.** Listed below are some additional rules to adhere to in this course.

- Use proper **grammar and spellings** that are appropriate for a college level course.
- Do not submit **flaming or negative** posts. If you are about to respond while angry, wait until you have cooled off and reconsider the message.
- Always be **polite and respectful** of the opinion of others. We may disagree on a subject matter, but remember the right of each person to his own opinion.
- You are encouraged to express your opinions, but always be sure that you can back up your opinions with **facts and reliable sources.** This will heighten your credibility.
- **Be careful.** Although we are mostly operating in a protected environment within OAKS, remember that nothing placed on the internet is truly private and that your writings can have **eternal lives.**
- Make posts that are **on topic** and within the scope of the course material.
- Respect the time of everyone involved in the course. When posting or communicating on any subject matter, try to be **concise, relevant,** and to the point. Also, try to communicate within the time frame of the discussion or assignment.
- Use clear and descriptive **subject line** in your email messages.
- Email messages generally should include only **one subject.**
- Include a **signature line** in your emails that includes your name and any other information that would help others to communicate with you.





KNOW YOUR WAY AROUND CSCI 114

Accessing and Using Course Tools

The most frequently used tool in the course is OAKS. Navigate to the various components of OAKS as follows:

- **Table of Contents:** Click Contents and it appears on left
- **Discussion:** Click Communication>Discussion
- **Dropbox:** Click Grades>Assignments/Dropbox
- **Classlist:** Click Communication>Classlist

Tutorials for learning how to use the various components of OAKS can be accessed from the following link:

<https://blogs.cofc.edu/sits/tutorials>

In addition to OAKS, you will need to obtain accounts for the following web-sites and software:

- **Google Drive:** You already have an account with Google. Be sure to log in with your College of Charleston credentials in order to communicate with the class.
- **YouTube:** Access at www.youtube.com
- **VoiceThread:** This is an introductory video for VoiceThread, <https://cofc.voicethread.com/myvoice/#thread/6032393/30971515/32471124>
- **Wix:** Access at www.wix.com

More detailed and up-to-date information will always be available in Oaks.

Grading Scale

A	93 - 100
A-	90 - 92
B+	88 - 89
B	83 - 87
B-	80 - 82
C+	78 - 79
C	73 - 77
C-	70 - 72
D	60 - 69%
F	Less than 60%

Evaluation Scheme

Assignments	50%
Design Portfolio & Expressions Repository	20%
Tests and Assessments	20%
Participation	10%
Total	100%

Academic Integrity

All students are expected to adhere to the College of Charleston's Honor Code (Bulletin & Student Handbook). Be sure to familiarize yourself with the XF grade and the honor code system. Any violation of these rules and guidelines will be treated accordingly.

Disability Accommodation

Any student who feels he or she may need an accommodation based on the impact of a disability should contact me individually to discuss your specific needs. Also, please contact the College of Charleston, Center for Disability Services for additional help.

Late Assignments:

Thirty (30) points will be deducted if your assignment is late. Late assignments must be submitted no later than 3 days after the due date. Due dates for assignments will be strictly enforced.

Incomplete assignments will be regarded as late, even if you submit the remaining part later. If you forget to submit a part of an assignment, then the entire assignment is late.

Required Material

Textbook: Graphic Design Portfolio CC 2018: InDesign, Illustrator and Photoshop. (Published by Against the Clock, Incorporated)
ISBN: 978-1-946396-11-2

Storage: In addition to your computer, you should have a cloud storage solution such as Google Drive, OneDrive, or iCloud. It is important to back up your documents as you will need to include many of them in your design portfolio at the end of the semester.



GRAPHIC DESIGN



Topics to be Covered

- Introduction and Orientation to course
- Graphic Design Theory, Part 1
- Designing for Print – InDesign
- Promotional graphics using InDesign
- InDesign completion
- Graphic Design Theory, Part 2
- Types of image formats
- Introduction to Image Editing
- Project 5: Visit Car Montage
- Project 6: Museum Image Correction
- Introduction to web design platform
- Graphic Design Theory, Part 3
- Orientation to Online Design Portfolio
- Introduction to Adobe Illustrator
- Illustrator Project 2
- Continue with Design Portfolio