New Course Request

Check Appropriate Boxes: Undergraduate credit [x] Graduate credit [ ] Professional credit [ ]

1. School/Division: School of the Arts
2. Academic Subject Code: FINA
3. Course Number: S324 (must be cleared with University Registrar)
4. Instructor: Ackoff or Staff
5. Course Title: Page Layout and Design

Recommended Abbreviation (Optional): P. P323 Computer Art & Maxima Design I

6. First time this course is to be offered (Semester/Year): Spring 2004
7. Credit Hours: Fixed at 3 CR. or Variable from to
8. Is this course to be graded S-F (only)? Yes [x] No 
9. Is variable title approval being requested? Yes [x] No 
10. Course description (not to exceed 50 words) for Bulletin publication: Comprehensive coverage of page layout. Strong emphasis on typography, including formatting, style sheets, and combining text with imagery. Files will be prepared for print, including preparation of collect-for-output reports and management of images and fonts. Features such as templates, libraries, and managing large documents will be covered.

P. P323 Computer Art & Maxima Design I

11. Lecture Contact Hours: Fixed at 5 hrs./week or Variable from to
12. Non-Lecture Contact Hours: Fixed at N/A or Variable from to
13. Estimated enrollment: 15 of which 0 percent are expected to be graduate students.
14. Frequency of scheduling: SPR [x] Will this course be required for majors? YES [x]
15. Justification for new course: To expand offerings for graphic design and fine arts.
16. Are the necessary reading materials currently available in the appropriate library? N/A
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date [Date]

Department Chairman/Division Director

Approved by: [Signature] Date [Date]

Dean

Dean of Graduate School (when required) Date [Date]

Chancellor/Vice-President

University Registrar [Signature] Date [Date]

After School/Division approval, forward the last copy (without attachments) to the University Registrar for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

Re-order B 81 62900 from Central Stores
Revised March, 1977

University Registrar Final Copy
Page Layout

Objectives
- To learn the features of Quark, including working with master pages and libraries
- To learn the basic concepts of page design, with an emphasis on process.
- To address various types of for-print pieces such as brochures, newsletters, posters, etc.
- To learn terms and their meanings as they pertain to various methodologies.

Texts
- You will need 1 or 2 Zip cartridges (100 or 250 MB) on which to store and backup your computer files. Zip cartridges cost approximately $15 and are available at Media Play and most office supply stores. Mac-formatted cartridges are preferable, but PC-formatted cartridges are OK. Periodically you may also choose to back-up to CD, in which case you will need a writable CD (CD-R) or a rewritable CD (CD-RW). Given recent difficulties burning CDs, the Office of Information Technology recommends Memorex 4x CD-RWS.

This book may prove helpful but is not a required text:

Materials
Materials required (but not included in kit):
- Notebook
- Notebook dividers
- Unlined paper
- Colored pencils and/or markers for developing thumbnails and comps

Policies
Absences
This class is process-driven, and class attendance is necessary for you to grasp the program features and concepts that are covered, as well as for the instructor to be able to evaluate your progress and effort.

- However, sometimes absences cannot be avoided. Three absences are permitted. It is your responsibility to find out what work was missed. It is suggested that you have the name of phone number of a classmate in the event that you do miss a class. The instructor will provide copies of any handouts. Any assignments and/or handouts should be reviewed and the instructor will answer any pertinent questions. Any demonstrations and/or lectures will not be repeated.
- A 4th absence will drop your final grade by one letter. A 5th absence will drop your final grade by two letters. Upon a 6th absence, you are requested to seek a withdrawal, incomplete (if applicable), or a grade of “F”.
- Late arrival or early departure to/from class will count as a partial absence.
- Projects are due on designated dates regardless of attendance. Projects that are late will be graded accordingly.

Note: There is no difference between an excused or un-excused absence. All absences count.
Classroom
- No walkmans or personal listening devices may be used during class.
- Cell phones should be turned off and put away during class. If your cell phone goes off during class, 5 points will be deducted from the current project. If your cell phone goes off during a critique, 10 points will be deducted from the current project. In the event of an emergency, you should notify your instructor before class, put your phone on vibrate, and take the call discreetly.
- No checking of e-mail during class (unless instructed to do so).

OnCourse & E-mail
- Students are responsible for checking their IUSB e-mail; once every day is recommended. You may forward your IUSB e-mail to another e-mail account (see a lab supervisor for help).
- Students should check OnCourse regularly (once every day is recommended).

Homework
Approximately 10–15 hours of homework per week.

Grades
- You are responsible for showing the instructor your work as you progress. Simply showing a final project is not acceptable. If you fail to show the progressive development of a project, your grade on that project will be lowered by one full letter.
- Grades on assignments turned in late will be lowered one full letter grade each day they are late.
- At the end of the course, a final critique will be scheduled. All work is due at this time. This critique is comparable to final exam. If you cannot attend for any reason, contact the instructor at least 24 hours in advance. Final projects are due on the designated day of finals week. Attendance is mandatory.
  Projects that are 24 hours (or less) will be docked 50%. Projects later than 24 hours receive a grade of F.
- Grades on individual projects are calculated on the following basis:
  
  Preliminary phase(s) 33%
  Craftsmanship—work should be accurate and cleanly executed 33%
  Inventiveness—creative resolution to a given problem 33%

Final grades are calculated on the following basis:
- Quality of work (average grade of assignments) 50%
- Class participation 20%
  - You are expected to ask questions when you need a particular program feature or tutorial step clarified. In addition, if you are able, you are expected to help fellow students.
- Development of a professional attitude 25%
  - Bring to class an open mind—be ready to explore program features and project ideas.
  - Develop good work habits in and out of class.
  - Observe deadlines.
  - Clean up after yourself and help maintain an orderly studio.
  - If you finish an assignment early, consider working up a second solution. Any work presented beyond the assigned number of projects will better your grade.
- Instructor’s discretion 5%

Notebook
You will be expected to keep a notebook for this class. A loose-leaf binder is recommended. You can then punch any materials you wish to add to your notebook. Your notebook should include: class notes, research for projects, idea sketches, printouts of assignments, etc. Notebooks will reviewed periodically.
Syllabus

Introduction
  • Review of class policies

Mac OS X

QuarkXpress Features
  • Fundamentals
  • Essentials
  • Advanced

General considerations
  • Design fundamentals
  • Legibility & readability
  • The grid
  • Rules of typography
  • Fonts
  • Images, image resolution, file types

Page Layout
  • Newsletters & newspapers
    How to design a newsletter.
    Clean, asymmetrical layout leads the eye.
  • Brochures
    Various brochure structures
  • Flyers & mailers
    Readability
    Various flier/mailer structures
  • Advertising
    How to lay out a good advertisement.
  • Stationery
  • Business documents
  • Resumé

This course will be fast-paced and will cover a wide variety of for-print projects. Through this course you will build a repertoire of for-print structures such as brochures, flyers, and advertisements. You should collect brochures and flyers when presented with the opportunity, for possible re-design projects (re-designing existing brochures to make them more eye-catching). Places you can find brochures are doctor’s offices, veterinary offices, small businesses (highlighting a product or service), restaurants & cafés (take out menus), various types of announcements, etc. These should be kept in your notebooks.