

CTA 3041 Fall Semester 2006

INSTRUCTOR: Patrice Bradley

As I frequently check my E-mail, it is best to contact me at: **pbradley@css.edu**.

If you absolutely must to talk to me immediately, you can call my cell: 341-4611.

TEXTBOOK: *Editing by Design*, by Jan V. White.

COURSE DESCRIPTION: This course offers students the opportunity to create interesting, computer-aided, well organized and designed publications pertinent to modern day careers.

COURSE OBJECTIVES: (1) Students will learn the basics of Adobe InDesign CS2—the best **page layout** program available. (2) Students will develop a basic understanding of the principles of design through the use of fonts, color and space—and their relationship to one another. (3) Students will gain a general understanding of concepting. (4) Students will become familiar with preparing files for printing (called prepress.) (5) By the end of the course, students will be able to organize text into a design that intentionally entices and guides the reader.

PROJECTS:

- (1) Poster (week 2)
- (2) Haiku (week 3)
- (3) 2-Page Magazine Layout (week 4)
- (4) Informational Brochure—also referred to as a rack brochure (weeks 5 & 6)
- (5) Newsletter (weeks 7 & 8)
- (6) Annual Report (weeks 9 & 10)
- (7) Personal Brand Book (weeks 13, 14 & 15)
- (8) Resume (week 16)

CLASS SCHEDULE: The first third of the class will mini projects and discussions from the book *Editing By Design*. The final two-thirds of the class period will be devoted to lab time with teacher assistance. All of the above assignments will be worked on during class. Students who fall behind or do not complete the projects during class time will be required to work outside of class. Deadlines will be made clear with each assignment.

There will be **NO CLASS** on November 22 because of Thanksgiving.

TURNING IN ASSIGNMENTS: Because projects are computer-aided, most will be accepted as **PDF** (portable document format.) PDF preparation will be discussed in class. Projects requiring hard copy printout will be announced at the same time as the assignment deadline.

To turn in assignments in PDF:

Titling your document: keep it short and include your name (i.e.: pbradley_Newsletter)

R-Drive: Classes: PDESIGN: Dropbox

GRADING:

Poster	Pass/Fail
Haiku	Pass/Fail
Magazine Layout	10%
Brochure	10%
Newsletter	20%
Annual Report	20%
Brand Book	20%
Resume	tbd
Attendance, Quizzes and Student Participation	20%

ATTENDANCE. This class meets once a week for three and one-half hours. If you miss one class, you've actually missed three class periods. Because we move extremely fast, **you will fall behind very quickly.** Therefore, every unexcused absence will result in 5% off of your entire grade. If you have a very good reason why you will miss class, please E-mail me at pbradley@css.edu so that we can discuss the week's homework, etc.

NO ASSIGNMENTS WILL BE ACCEPTED WITHOUT A THUMBNAIL. Thumbnails should never be done at the end of the project. It will make every assignment easier if there is a "plan" for how to organize the content. **DO A THUMBNAIL** and put your name at the top for verification.

CREATIVE HONESTY: Do your own work. Behave.

EXAMS: Occasional pop quizzes may be given in class. You never know when, so read your book! There will be no final exam as this is a design course and your understanding of design will come through in your projects.