Catalog Description:
FTV 305 Desktop Publishing
An introduction to desktop publishing, using the latest Adobe InDesign software and the use of computers for layout, design, and publication of a variety of materials related to public relations and advertising. Fee: $75. (Offered every semester.) 3 credits.

Course Learning Outcomes:
Upon completion of this course the student will:
1. Be able to employ the fundamental principles of good design to create effective print and online communications.
2. Be able to knowledgeably critique layout and design.
3. Be able to use computer technology to design and lay out print and online communications.

Required Text:

Major Study Units:
1. The purposes of design
2. Using Adobe InDesign software
3. Elements of good design
4. The language of typography
5. Using art and graphics
6. Creating a design strategy for a client

Instructional Strategies:
Analysis of design fundamentals, lecture, discussion, the creation of a series of progressive design projects.

Methods of Evaluation:
A mid-term and final examination. A progressive series of design projects; students will complete a portfolio of published pieces for a specific client.

Chapman University’s Academic Integrity Policy:
Chapman University is a community of scholars which emphasizes the mutual responsibility of all members to seek knowledge honestly and in good faith. Students are responsible for doing their own work, and academic dishonesty of any kind will not be tolerated anywhere in the university.

Chapman University’s Students with Disabilities Policy:
In compliance with ADA guidelines, students who have any condition, either permanent or temporary, that might affect their ability to perform in this class are encouraged to inform the instructor at the beginning of the term. The University, through the Disability Services Office, will work with the appropriate faculty member who is asked to provide the accommodations for a student in determining what accommodations are suitable based on the documentation and the individual student needs. The granting of any accommodation will not be retroactive and cannot jeopardize the academic standards or integrity of the course.

Public Relations and Advertising Learning Outcomes
In mastering the curriculum of the B.A. in Public Relations and Advertising, students will:

1. Develop effective written, oral and visual communication skills.
2. Understand the strategic differences between the varying tactics employed by public relations and advertising and be able to apply them within a comprehensive public relations or advertising plan.
3. Be able to think critically about the economic, social, technological, political, persuasive and ethical factors that affect PR and advertising decision-making.
4. Experience close, mentoring relationships with faculty delivered via coursework in and out of the classroom, traditional academic advisement, and opportunities for professional development and collaboration.
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| Jan 29/31 | Topic: The purpose of design, design environment  
Chap. 1, 2, 3; Tutorials: 1, 2, 6  
**Assignments:** Design environment analysis, Personal identity package | March 5/7 |  |
| Feb 5/7   | **Due Feb 7:** Personal ID Package/5  
Topic: Visual dynamics  
Chap. 4, 5, 6; Tutorial: 7  
In class InDesign exercises | April 2/4 |  |
| Feb 12/14 | **Due Feb 14:** Design environment/25  
Topic: Using color, tools of emphasis  
Chap. 7; Tutorials: 3, 4  
**Assignment:** Name design | April 9/11 |  |
| Feb 19/21 | **Due Feb 19:** Name design/10  
Topic: Typography  
Chap. 9, 10, 11; Tutorials: 5, 8, 9, 10  
**Assignment:** Color/fresh fish | April 16/18 |  |
| Feb 26/28 | **Due Feb 26:** Color/fresh fish/20  
Topic: Using art  
**Assignment:** Client description | April 23/25 |  |
| March 5/7 | **Due March 5:** Client description/20  
**MIDTERM: March 7**  
Topics: Publication planning, use of grids; functions of a logo  
**Assignment:** Client logo research | April 30/May 2 |  |
| March 12/14 | **Due March 14:** Client logo research/25  
Topic: Letterhead & resumes, taglines  
Chap. 8 (110-118)  
**Assignment:** Client letterhead | May 7/9 |  |
| March 19/21 | **Due March 19:** Client letterhead/15  
Topic: Ads & flyers  
Chap. 8 (119-122, 135-138)  
**Assignment:** Client ad or flyer | Final exam |  |
| March 26/28 |  
**SPRING BREAK** |  |  |  |
| April 2/4 | **Due April 2:** Client ad or flyer/25  
Topic: Newsletter design  
Chap. 8 (123-126)  
**Assignment:** Home Gourmet |  |  |
| April 9/11 | **Due April 11:** Home Gourmet/100 |  |  |  |
| April 16/18 | **Due April 18:** Web site analysis/30  
Topic: Design pitfalls, web design  
**Assignments:** Web site analysis, web site design |  |  |
| April 23/25 |  
Project: Client web site  
**Due April 25:** Web site design/75 |  |  |  |
| April 30/May 2 |  
**Assignments:** Client newsletter, portfolio |  |  |  |
| May 7/9 |  
Projects:  
Client newsletter, portfolio  
**Due May 9:** Client newsletter/200  
**Due May 9:** Client portfolio/50 |  |  |  |
| Final exam |  |  |  |  |
| Wednesday, May 15 |  
1:30 - 4:00 p.m. |  |  |  |
Course web site on Blackboard:
Assignments, examples, and review sheets are posted here. You are automatically enrolled in Blackboard. Announcements will also be sent through Blackboard; if you don't use Chapman e-mail, please forward your email through the Chapman web site.

Homework:
Both black and white and color printed copies are to be turned in and all projects are to be packaged in the class folder. All late work will be penalized one grade per class session. Save all of your printed and corrected work for the portfolio due at the end of the term.

Class policies:
Monitors must be turned off during the lecture portion of the class. No food or drink is allowed in the lab.

Hard disk/server storage, software access:
You may save your work on the server. Your folder will be accessible from any computer in either lab in Knott Studios. It is recommended that you purchase flash memory or CDs to save your work for use outside of Knott Studios.

InDesign is available in both labs and in the Library computer lab. The labs in Knott Studios are open 24 hours, 7 days a week, but be sure to plan your work around times when classes are scheduled.

Tips for success:
1. Use InDesign's terrific online help system to help you learn/master the program.

Start collecting materials for inspiration. During the course of the semester you will find that collecting examples relevant to your client will provide inspiration and ideas.

2. Keep a vocabulary list. You will be tested on the terminology we learn and use in class.

3. Think of desktop publishing as a sport, or as a learned skill like playing the piano. It takes practice to be good. Too many students get caught up in the fun of desktop publishing—eager to move on to the next step—without having really mastered the material at hand.

4. Grading: Scoring rubrics for each assignment are posted in Blackboard. Class engagement scores will include attendance and participation.

Client Projects
Choose a client for your design projects that you can have fun with. During the latter part of the semester we will begin a series of design projects for a client of your choice. If you choose a client project that you enjoy, or one that will serve you in another class or for another project, you will find your time spent on these assignments doubly rewarded. Or, do your project for the place that you work—your employer might be very pleased to see your ideas for the company. If you can't think of a client from some other aspect of your life or interests, pick a campus organization that could use some help with its printed materials.

Once you have a client in mind, begin to collect images that you can use in your design work for that client. Printed copies of the company logo or artwork from magazines or even competing businesses will be useful as you put your projects together.

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Grading:
Class engagement 100
Midterm 100
Analysis projects 150
Design projects 450
Final 200

Learning InDesign: A key learning tool for this class is provided through lynda.com. All Chapman students have access to this resource. Log on through the Chapman portal (left side of page under Applications) using your Chapman user name and password. You will be assigned specific videos/exercises here. You can also use this resource to learn more about advanced InDesign features not covered in class.