

**University of Louisville**  
**Department of Communication**

COM 370-01-4178  
Desktop Publishing  
Fall 2017  
TR 11-12:15  
SK 309

Instructor Sarah V. Miller  
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Office Hours: TR 7:30-8am; 12:15-12:45pm

**Course Description**

This is a three (3) credit hour course providing students with an introduction to the developing field of desktop publishing in organizations. Focus on strategic thinking required to conceptualize printed materials and basic principles of message development applied to produce documents in a computerized environment. Students will learn and explore the basics of desktop publishing. This is not a graphic design course. You will be applying what you learn to execute basic designs and understand the elements that make a good design. The software used in this class is PageMaker and although you may become proficient in using this program by the end of the semester, the overall goal is for you to learn how to use desktop publishing skills within the communication field.

**Objectives**

By the end of this course you should:

- Understand the processes of printed pieces from conceptualization to printing
- Be able to critique a finished project applying the concepts of design and visual communication
- Apply the fundamentals of design/layout for a variety of documents
- Understand the process of persuasion in terms of design and communication

**Classroom Rules and Policies and Professionalism**

**Policies:**

- **Attendance:** You are allowed 2 absences (this applies to all students). The third absence will result in your final grade being lowered by one letter grade, or 10% of the possible points for the course. The fourth day will result in your final grade being lowered by two letter grades, or 20% of the total points for the course. **On your fifth day of absence you will fail the course.** If you are absent on the day of your design presentation you will lose 10% off the total amount of points available for that speech.
- **Design Day Attendance:** There are five days that are set aside for working on design assignments. You are expected to be there all five days. If you complete the assignment on the first of the two days provided to complete a design you will be excused the second day and not penalized on points. But I must look over your assignment first and approve it – so don't rush just so you don't have to come in the second day.
- **Late Assignments:** I don't accept late assignments. Please just be prepared and submit it on time.
- **Technology:** We will be using the computers in 309. Please do not turn on the computer unless told to do so by me. We will not always be using the computer. If the computer is already on when you come to class, please turn just the monitor off as we may use it before class is over. **At the end of class please be sure to shut the computer down.**
- **Plagiarism:** Work that is plagiarized is unacceptable. Plagiarism on any assignment will get you an automatic **0** on that assignment and failure of the course. It can get you expelled from school.
- **Inclement Weather:** If the campus is closed, there are no classes. If the campus is on a delayed schedule **we meet at regular time.** Please alert me if you are unable to get to campus because of inclement weather – be careful but don't make it an excuse to miss class (yes, it will, this is what the 3 allowed absences are for).
- **Class cancellations:** Please check BB/Email prior to leaving for class in case of a late cancellation. If class is canceled refer to BB/Email for notes, assignments, change to schedule, etc. I try to communicate cancellations as soon as I can.
- **Dress Code:** On the day of presentations you will be required to dress business casual. Please plan accordingly.
- **Disabilities:** Students with disabilities or who need special accommodations should notify the instructor at the

beginning of the course. They should also contact the Disabilities Resource Center at 852-6938.

- **Academic Dean:** Their office provides a variety of support for students. You can contact them at Dean of Students Office, SAC W301, [dos@louisville.edu](mailto:dos@louisville.edu), Phone: 502.852.5787.
- **Personal Counseling:** Students with personal or family problems may receive personal counseling through the University of Louisville Counseling Center at 852-6585. I am not a professional in counseling, but I will try my best to help you if I can.
- **Grading:** I do not have a gradebook. I use Blackboard for all my grading. Please keep up with the grades in this class and let me know ASAP if there is a problem with the grade input on BB and what you have on your. Do not throw anything away. BB has been known to change grades or not save input.
- **Changes:** Any necessary changes in the class schedule will be announced.
- **Respect:** Please respect your classmates as well as the instructor. Be prepared and be on time to class. Not everyone has experience with design and for many this is their first attempt. The professionalism of your attitude is also very important in this class – especially towards criticism and suggestions for the improvement of your work. The professor reserves the right to adjust your grade up or down, based on your participation, preparation, enthusiasm, and attitude toward this class.
- **Be prepared:** Believe it or not the biggest reason students get low grades in this course is their lack of preparation for the quizzes. There are no surprises on the quizzes, all information is taken directly from the lecture. Come to class, take notes, and pay attention.

### Course Requirements

Quizzes	130 - (6@15 points each, InDesign quiz 40 points)
Design Critiques/Discussions (DB)	80 (4 @ 20 points each)
Design Work	150 (25 points per design; 25 points per design paper)
Business Project	220 (details will be provided of breakdown)
Attendance/participation	125
Final	200 (cumulative of all quizzes)
<b>Total Possible Points</b>	<b>1000</b>

### Grading Scale

A+	970-1000+	B-	800-829	D	630-669
A	930-979	C+	770-799	D-	600-629
A-	900-929	C	730-769	F	below 600
B+	870-899	C-	700-729		
B	830-889	D+	670-699		

## Assignment Details

### In-class work

Typically we will take Tuesday to discuss a type of design, look at samples and discuss each aspect. The second day, typically Thursday, you will be given an in-class assignment. This is usually something small and will be used to help you learn the program. These assignments are not graded and will be counted toward your overall participation points. If time permits we will share with each other your work. This is an important aspect of learning design. Often what we see is different in others eyes. This discussion is meant to be constructive and helpful – be respectful of each other. Please ask while creating what ways something can be enhanced. Since no book is required, please use the course pack online to supplement your notes.

### Discussion Boards

During the semester we will be discussing several types of design that companies use to attract clients, educate the community of their products/services, inform employees of changes or increase moral, and inform investors of company progress. After we discuss the basics of each design you will be asked to find these designs either out and about or through an online search. You will post your findings into the appropriate discussion board forum I will create. It never hurts to start collecting these items now. For your convenience I have put together a class schedule of what type of design you will be critiquing and when to post to the discussion board. See below for critique details.

- Flyer/Poster
- Brochure
- Newsletter
- Print Advertisement

Each design needs to be critiqued in a minimum of 300 words (about third of a page, single spaced).

For each design discuss the following elements of its design:

- Use of Color, graphics, and typefaces.
- Design organization, eye movement.
- Target Audience (appropriate language, graphics, typefaces)
- Informative or not (or over informative)

In addition to critiquing the design you find, you must post a comment on two other design's posted by your classmates. These comments must be a minimum of 150 words each.

### **Quizzes**

There will be 6 quizzes. The information for these quizzes will be covered in the class lectures. Additional information can be found in the course pack. The dates for the quizzes are below:

- Basics of Design
- Understanding Client
- Flyers
- Brochures
- Internal Documents, Newsletters
- Print Advertisements

### **In-Class Designs**

There will be 3 designs you will be asked to replicate. You will be given a copy of a design (BW) and access to a color PDF. You will be provided with all the specs for the design as well as all graphics and text. You will be given two class periods to complete the designs. Upon completion you will be graded on how well you were able to follow directions and replicate the design. For each design you will be responsible for uploading your PMD file and a 1 page critique on completing the design. The design is worth 25 points. The critique is worth 25 points – which means that I am going to need more than just a response of “it was easy or it was hard” – I need details on what was easy or hard. Please don't slack on either assignment.

If you are not familiar with the programs by this point please set up an appointment to meet with me.

Knowing the programs is very important to ensure that you can complete the assignment.

- I also suggest that you bring with you music and ear phones. ☺

**Tentative Course Outline**  
**Class Schedule:**

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**Week 1**

**August 22** Introduction to the course, procedures, and schedules.  
**August 24** Basics of Design; Paper choices and Use of Colors; History of Printing Press

**Week 2**

**August 29-31** Basics of InDesign – Attendance is mandatory both days  
*\*Please print the InDesign guide from BB and bring to class*

**Week 3**

**Sept. 5** Design Challenges/Approaches; Knowing Your Client  
**Sept. 6** Flyers

**Week 4**

**Sept. 12- 14** Brochures

**Week 5**

**Sept. 19-21** Advertising/billboards; direct mail pieces; Newsletters

**Week 6**

**Sept. 26** Internal Business documents  
**Sept. 28**

**Oct. 3**

In-class Design Project: Flyer – DAY 1

**Oct. 5**

In-class Design Project: Flyer DAY 2

**Week 8**

**Oct. 10** **Fall Break**

**Oct. 13** In-Class Design Project: Brochure

**Week 9**

**Oct. 17** In-Class Design Project: Brochure

**Oct. 19** In-class Design Project: Direct Mail

**Week 10**

**Oct. 24** InDesign Test

**Oct. 27** **Final Exam – post your final project organization by next class**

**Week 11-13**

**Oct. 31- Nov. 17** Work on Final Project

**Week 14**

**Nov. 22** Work on Projects

**Nov. 24** **NO CLASS Thanksgiving Break**

**Week 15**

**Nov. 29-Dec. 1** **Present Final Projects – attendance required for both days**

\*This syllabus is tentative. If changes are made they will be posted to Blackboard.