

Class: GRART 2B – Layout Design
Semester: Fall 2003
Days: TTH
Times: 8:00 am – 10:30 am
Room: Shima 241

Instructor: Melanie Marshall
Office: Shima 238, 954-5509
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Prerequisites: GRART 2A with a grade of “C” or better
Advisories: none
Units: 3
Required Materials: Zip Disks (Zip/100), as many as needed, minimum of 3
Notebook and pencil

Required Text: Adobe PageMaker 7 *
Author: Against the Clock
Publisher: Prentice Hall
Copyright: 2002

Quark XPress 5 – Advanced Electronic Mechanicals *
Author: Against the Clock
Publisher: Prentice Hall
Copyright: 2002

* If you have PageMaker or Quark XPress experiences see instructor **before** purchasing your books

Catalog Statement:

This course is the beginning-level study of concepts and techniques utilized in the design of publication layouts. Topics include typography, use of color, use of graphics, and the process of concept design. The student creates publication layouts using electronic media including computer software and printers.

Adobe PageMaker and QuarkXPress

Goals and Objects:

Upon successful completion of this course, the student will be able to create documents using electronic desktop publishing software at the beginning level. Upon successful completion of this course, the student will be able to:

1. Design page layouts.
2. Manipulate text and graphics.
3. Modify text and graphics.
4. Prepare pre-press files.

Course Outline:

1. Managing Workflow
2. Structuring Layouts
3. Working with Shapes
4. Complex Text Elements
5. Text and Graphics Together
6. Advanced Styles
7. Working with Long Documents
8. Managing Output

Evaluation:

1. Classroom Participation
2. Final Exam
3. Final Portfolio
4. Hands on Projects
5. Lab Exercises

Grade is based on total points:

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D

59% or below = F

The instructor reserves the right to make changes to the course outline, evaluation, and grading as required or deemed necessary.

NOTE: NO cell phones or pagers will be allowed during the lecture period.

ATTENDANCE & PROMPTNESS IS MANDATORY FOR THIS CLASS.