

DMD 345

DESKTOP PUBLISHING

MON | WED | FRI
10:00 A.M. - 10:50 A.M.
McGOVERN 129

• Professor Kyle Herges
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WHAT YOU'LL LEARN:

- » Page Layout Design
- » Real-world industry standard tools
- » The new features of the latest software
- » How to apply techniques to real-world scenarios
- » How to work smarter to improve efficiency

COURSE DESCRIPTION

Students will further develop their design and layout skills by creating various types of printed materials. Students will strengthen their understanding of the printing process, prepare documents for print and optimizing designs specific for both different media and medium.

TEXTBOOK & SUPPLIES

- » No textbook is required
- » Students that desire more resources are encouraged to purchase Adobe InDesign CC Classroom in a Book. (ISBN-13: 978-0134310008)
- » Students must have at least a 5GB flash drive or SD card. Computers can sometimes crash and not having a back-up is asking for trouble. Someone being on your computer or having a computer crash will not be accepted as an excuse for not completing an assignment.
- » Small fees associated with printing costs will apply as needed.

ASSESSMENT & EVALUATION

I'm looking for quality & professionalism. Each assignment will be graded on the following criteria. Assignments that are late will deduct 10 points per day after due date/time. All assignments will be defined on TigerNet & most will be submitted through TigerNet.

- » Design (Contrast, Repetition, Alignment, Proximity, Leading lines, etc.)
- » Application (Clean edges, labeled layers, color, realism, etc.)
- » Creativity (Originality, concept, interest, etc.)
- » Presentation & Critiques (Presenting your work and providing useful feedback during

TEACHING PHILOSOPHY

I believe everyone is born with creativity. Pushing students to creatively test themselves and take risks is what prepares them to function efficiently and effectively in a competitive, ever-changing, discipline. I strive to challenge within an open atmosphere that promotes communication, teamwork, curiosity and creative criticism.

I promote thinking differently and I fully understand that everyone learns differently. My role is to educate students and act as another resource in their quest for more information. Project based classes not only get students engaged but it also prepares them for life after college. Individual projects allow for self-expression while putting communication and troubleshooting solely on one person. Team projects promote internal communication and teamwork, while offering inspiration for both process and design.

ASSIGNMENTS & PROJECTS

We will work together during class to complete a project that will assist you outside of class. This will be your opportunity to learn the software hands-on as well as to ask questions during class. Your grade for these in-class assignments will be included in your attendance for the day. Projects, quizzes and tests will be graded and viewed as an opportunity to apply your knowledge of the material presented in class. There will be 'work days' during the semester to further explore the software, ask questions and have an opportunity for more one-on-one instruction.

Each assignment will have it's own grading criteria. All assignments will be explained and turned in on TigerNet. Assignments that are late will deduct 10 points per day after due date. All assignments will be on TigerNet and most will be submitted through TigerNet.

ATTENDANCE

This course depends on your contribution to discussion & your participation in classroom activities. As a result, attendance is expected on the face-to-face meeting days. Students are expected to attend class & pay attention, take exams & submit assignments on the day they are due. If you miss class it is your responsibility to find out about any upcoming assignments, notes, etc. Attendance will be taken for each class period. Unannounced in-class assignments & quizzes may be given at any time, & there is no "make-up" for these activities. At the end of the semester, especially if your grade is on the "borderline", your attendance record will help to determine your final grade. The student must clear all excused absences ahead of time with the instructor.

QUIZZES

Quizzes will be timed and online based through Tiger Net. The quizzes will be based on the reading assignment or class material from the previous class period.

DISCUSSIONS

Each week we will have a discussion topic on TigerNet worth 10 points that you must participate in. The discussion will open on a Thursday and close on the following Thursday. Contribute to the main conversation with professional and thoughtful responses. No late posts unless otherwise permitted.

You will also need to comment on at least two of your classmate's responses. Again, be professional. You don't have to agree with everything everyone is saying but be constructive with your remarks and provide details. Since the discussion is open all week, don't wait until the last minute to post because these types of post often don't benefit anyone.

OUTCOMES

Program Learning Outcomes

- » Mastery of Media
- » Artistic Mastery
- » Communication
- » Personal Reflection

University Learning Outcomes

- » Critical & Collaborative Thinking
- » Effective Expression
- » Personal Growth & Maturity

COURSE UNITS

WEEK ONE	Jan 11-15	WEEK TEN	Mar 13-19
Class Overview		Demo: Layout or print	
Workspace		Assignment: Brochures	
Elements & Principles of Design			
WEEK TWO	Jan 18-22	WEEK ELEVEN	Mar 20-26
Demo: Workspace		Assignment: Typography	
Assignment: Resume			
WEEK THREE	Jan 25-29	WEEK TWELVE	Mar 27 - Apr 2
Demo: Workspace/Import/Export		Magazine Spread	
Assignment: Service Day Poster		Assignment: Headline	
WEEK FOUR	Feb 1-5	WEEK THIRTEEN	Apr 3-9
Demo: Text & Type		No Class	
Assignment: Postcards		Assignment: Marketing Materials	
WEEK FIVE	Feb 8-12	WEEK FOURTEEN	Apr 10-16
Demo: Drawing, Text & Type		Demo: Drawing, Text & Type	
Assignment: Letter Head & Business Cards		Assignment: Marketing Poster	
WEEK SIX	Feb 15-19	WEEK FIFTEEN	Apr 17-23
Demo: Layout Design		Assignment: Last I Can Do That	
Assignment: Info Graphic			
WEEK SEVEN	Feb 22-26	WEEK SIXTEEN	Apr 24-30
Demo: Efficiencies		Final Assigned	
Assignment: Information Architecture		Assignment: Work on Final	
WEEK EIGHT	Feb 27 - Mar 5	WEEK SEVENTEEN	May 1-6
Assignment: I Can Do That		Final Project Due	
WEEK NINE	Mar 6-12		
SPRING BREAK			

GRADING SCALE

A - EXCELLENT 100% ~ 90%

Superior performance on all levels of evaluation, participation in class critiques, punctual attendance and meeting deadlines of all projects.

B - VERY GOOD 89% ~ 80%

Significantly above the level necessary to meet the requirements.

C - AVERAGE 79 ~ 70%

Meet the course requirements in every respect.

D - BELOW AVERAGE 69% ~ 60%

Failed to meet fully the course requirements.

F - INCOMPLETE/LATE 59% ~ 0%

Signify that the work is either completed, but at the level of achievement that is not worthy of credit, or was incomplete.

GRADING POLICY

POINTS WILL BE EARNED THROUGH COMPLETION OF THE FOLLOWING ACTIVITIES:

Attendance	150 points
Projects & Assignments	1500 points
Discussion Boards	150 points
Final	200 points
Possible Total	2000 points

At the instructor's discretion additional points and "opportunities" may be added to the potential number of points possible. Instructor reserves the right to change the assignment schedule for the course.

DWU MISSION

As an inclusive educational community, Dakota Wesleyan University provides a transformative learning experience that cultivates enduring intellectual growth, ethically grounded leadership, intentional faith exploration and meaningful service.

DMD MISSION

The Digital Media and Design major prepares aspiring professionals in the field of design by coupling the latest design trends and technologies with the communication skills necessary to succeed professionally.

ADA POLICY

Any student who believes she or he may need academic accommodations or access accommodations based on the impact of a documented disability are encouraged to contact and register with Student Disability Services no later than three weeks after the first day of classes. Student Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Student Disability Services must obtain a new accommodation memo each semester.

The Americans with Disabilities Act (ADA) guarantees the privacy of students with disabilities.

CLASSROOM BEHAVIOR

CELL PHONES: Cell phones are to be turned off or on vibrate and put away during all class times. If you're looking at your phone, you can count on being called on. If it becomes excessive, you may be asked to leave the classroom. We all have situations in our life when from time to time we need to be available to take a call. If you need to, let me know, then if your phone vibrates, you may step out and take the call. This cannot happen on a regular basis.

TOBACCO: Dakota Wesleyan University is a tobacco free campus. There is no tobacco allowed in the classroom. If you chew tobacco get rid of it before class. If you don't there will be consequences, which will be determined by the instructor.

WRITING: When you write your papers or discussions, you will be graded on content, spelling and grammar. In business it is imperative that you have good writing skills. So take note: If you misspell a word it will cost you points!!

CHEATING: You will do your own work. Yes, I am aware that people work together but you are to do your work and present your work. If I find that you have worked together and the work is practically identical but you have switched just a few words; you will both face the Department Chair, the Dean and the Provost as I will consider this CHEATING.

ADDITIONAL: No habitually arriving late to class or leaving early. Chatting during class is disruptive and disrespectful. If you meet with the teacher as problems arise, you will avert worse problems. No criticizing or mocking classmates—only constructive comments are allowed.

We will be creating great work throughout the semester and we would like to showcase that work. We will be posting student work throughout the semester to different social media outlets, presentations and marketing materials. If you do not want me to post your work and/or associate your name with the work, please send me an email so that I can honor your wishes.

ACADEMIC POLICY

Please do your own work. Buying or downloading work off the Internet, even bits and pieces, or having someone else do the work for you, even bits and pieces, is plagiarism. Similarly, getting answers on tests and quizzes from someone else, whether electronically or otherwise, is academically dishonest. Anyone caught violating academic dishonesty in this course will immediately fail the course, no matter how he/she was doing before the incident. It is always better to do your own work, even if it is not quite so proficient, than to risk failure of the course.

We use a lot of online images within this class. Downloading images for personal use without the consent of the owner is illegal and may violate copyright laws. Using images for academic use is commonly viewed as being acceptable. However, we try to utilize stock photography as often as we can. Be sure you understand the difference between royalty free photographs and a general understanding of copyright. If you have any questions throughout the semester please be sure to ask. We will cover this more in depth throughout the semester.