Digital Design Techniques
DES305 SPRING 2019 | Syllabus

Course Description
The purpose of this course is to introduce students to Adobe InDesign and to review the software's advantages in the broader context of the Adobe Creative Cloud. The course explores why InDesign is a model application for best-practice pre-press techniques, and provides students practical experience in preparing professional work for printed output. Also explored are InDesign's robust typographic tools and the application's integration with Adobe Illustrator and Adobe Photoshop. Student design projects will be evaluated based on their digital construction and printed output. The class concludes with students creating a 20-page book — printed and bound by Blurb.com — and introduces InDesign's capabilities for creating simple interactive documents.

Required texts and supplies
Students will be asked to create a book using Blurb.com, $20 – $65, depending on size, paper quality, and shipping. Exact prices at:
blurb.com/create/book/pricing#color-trade

» There is no required text for this course
» Students are advised to have an external hard drive of at least 1TB to transfer, store, and back up their work
» Note: USB drives are required to print at the warehouse plot lab
» Taking your own digital photography is always nice, but not required
» Students need to bring THEIR OWN LAPTOP to each class. This laptop needs to have Adobe Creative Suite CS6 or higher installed. It is the student's responsibility to purchase their own laptop and software. Bring your charge cord and mouse to class.

Learning Outcomes
Students that have completed this course successfully should be able to proficiently:
1. Modify bleed and slug settings for professional output
2. Create and manage master pages and master page content
3. Create and manage multiple grids
4. Create and manage links; understand how to place images, how links break, how to fix broken links, why broken links are bad, etc.
5. Articulate the benefits of using InDesign in conjunction with Adobe Illustrator and Adobe Photoshop
6. Manage character and paragraph styles to make document-wide typographic changes and save time and energy
7. Manage color swatches in all color formats - including RGB, CMYK, and spot colors
8. Utilize "smart" page elements such as page numbers, drop caps, bulleted or numbered lists, and tabs
9. Create and style tables
10. "Thread" text boxes to one another
11. Utilize InDesign's "Effects" palette
12. Prepare and export files for press
13. Create "packages" of InDesign files
14. Create interactive documents
15. Create InDesign "book" files

Instructor
Courtney Haupt

Course Number/Credits
DES305 / 3 credits

Prerequisites/Co-requisite
None

Required Textbook
None

Contact
E-mail: clhaupt@syr.edu

Office Hours
By appointment only

Meeting Times
1/17/2019 – 4/29/2019
Monday/Wednesday 2:15PM – 4:45PM
Warehouse 301

Course Requirements and Expectations

Syracuse University Policies
Policies: Students should review the University's policies regarding: Diversity and Disability https://www.syracuse.edu/life/accessibility-diversity; the Religious Observances Notification and Policy- http://supolicies.syr.edu/studs/religious_observance.htm; and Orange SUccess - http://orangesuccess.syr.edu/getting-started-2

Disability-Related Accommodations:
If you believe that you need academic adjustments (accommodations) for a disability, please contact the Office of Disability Services (ODS), visit the ODS website–www.disabilityservices.syr.edu, located in Room 309 of 804 University Avenue, or call (315) 443-4498 or TDD: (315) 443-1371 for an appointment to discuss your needs and the process for requesting academic adjustments. ODS is responsible for coordinating disability-related academic adjustments and will issue students with documented Disabilities Accommodation Authorization Letters, as appropriate. Since academic adjustments may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

(From Professor) Students with disabilities that necessitate specific accommodations (including learning disabilities) are encouraged to inform me ASAP, within the first week of class. Also, to help you achieve success in all your studies, I strongly advise you to inform the Office of Disability Services (ODS), that info again:

804 University Ave., Room 309
Syracuse, New York 13244-1120
Phone: 315-443-4498
TDD/TTY: 315-443-1371
E-mail: odssched@syr.edu

Academic Integrity Policy
Syracuse University's Academic Integrity Policy reflects the high value that we, as a university community, place on honesty in academic work. The policy defines our expectations for academic honesty and holds students accountable for the integrity of all work they submit. Students should understand that it is their responsibility to learn about course-specific expectations, as well as about university-wide academic integrity expectations. The policy governs appropriate citation and use of sources, the integrity of work submitted in exams and assignments, and the veracity of signatures on attendance sheets and other verification of participation in class activities. The policy also prohibits students from submitting the same work in more than one class without receiving written authorization in advance from both instructors. Under the policy, students found in violation are subject to grade sanctions determined by the course instructor and non-grade sanctions determined by the School or College where the course is offered as described in the Violation and Sanction Classification Rubric. SU students are required to read an online summary of the University's academic integrity expectations and provide an electronic signature agreeing to abide by them twice a year during pre-term check-in on MySlice. For more information about the policy, see http://academicintegrity.syr.edu

Class Standards
If you are found using a cell phone, computer or tablet for anything other than the assigned classwork, you will be marked absent for that day. If you have a family emergency and your phone must be out, please let me know **before** the start of class.

FERPA:
The Family Educational Rights and Privacy Act (FERPA) sets forth requirements regarding the privacy of student records. FERPA governs both the access to and release of those records, known as education records, and the information they contain. Under FERPA, faculty have a legal responsibility to protect the confidentiality of student records. For additional information about FERPA and SU's FERPA policy, see http://www.syr.edu/registrar/staff/ferpa or contact the Office of the Registrar (315) 443-3535.

E-mail Policy
Syracuse University has established e-mail as a primary vehicle for official communication with students, faculty, and staff. Emergency notifications, educational dialogue, research, and general business correspondence are all consistently enhanced in institutions of higher learning where e-mail policies exist and are supported by procedures, practice, and culture.

An official e-mail address is established and assigned by Information Technology and Services (ITS) for each registered student, and active faculty and staff members. All University communications sent via e-mail will be sent to this address. Faculty members will use the official University e-mail address to communicate with students registered in their classes and administrative units will correspond with students via this address.

See the complete policy at http://supolicies.syr.edu/it/email.htm

Laptops are required for this course
This course is not taught in a traditional "computer lab." Students are expected to bring their own laptops to class for exercises, projects and presentations. Students are required to purchase their own laptop and the Adobe Creative Cloud software (CS6 or higher). Bring that charge cord, too. A mouse is recommended.

Outside of class, the Warehouse level 3 computer lab is available to students during building hours. However remember...

Adobe InDesign across multiple versions and machines
NOTE THAT INDESIGN FILES ARE NOT BACKWARD-COMPATIBLE TO OLDER VERSIONS OF THE SOFTWARE. A file created in CS5 will not open in CS6. A file created in CS5 **will open** in CS5 but cannot be opened again in CS6, and so on. Same even goes for CS5.5 and CS6. It has something to do with updates to the database code with each generation.

If you're in a jam, a possible workaround is to export your file to ".idml" format. From *File > Export*, under the "Format" option box select "InDesign Markup (IDML)." This isn't terribly convenient, however, working in such a way could cause errors in your file.

Now is the time to get organized
It is your responsibility to keep your files organized. I can't help you if you lose your thumb drive, your computer crashes, etc. These are not valid excuses for missing project deadlines. Back up your work. Be organized. A good rule of thumb is to save a new version of a file every day you make revisions **with the date** (not a trail of "final final really final ok seriously final"). That way, if you accidentally save over crucial changes, delete the recent draft, or even want to revisit what you had before, your most recent design is close at hand. Links for assignments should be organized. Finally, I'll grade the file you hand in, so make sure it's the right one. Accidentally submitting incomplete files, even though you've spent time developing the final one, is not a valid excuse for the work being essentially incorrect / incomplete.

Google Drive
I use Google Drive to receive and grade student work. Please make sure all files are in your shared folder by the specified due date.

Attendance
Regular attendance and participation are crucial for a full understanding of course material. You are expected to attend all classes, arrive on time, and participate in all class demonstrations. Because semesters are only 15 weeks long, each absence constitutes missing a significant part of the classroom experience. More than that, miss class and you can get behind, very quickly. Students are responsible to review material they have missed and find details of assignments discussed in class on their own.

It is also important to get to class on time. Being late **twice** will result in one absence.

In short, here's the attendance policy: come to class. Per the Syracuse University Policy, attending all classes is the minimum of what's expected of students. **The instructor reserves the right to initiate the official Department of Design attendance policy:** 1.) missing any class (with the exception of medical emergencies) drops your final grade by one letter grade (e.g. from an A- to a B+), and 2.) late attendance drops your final grade by half a letter grade. Failure to stay for the entire class period will be counted as an absence. Should this be instated, I'll let you know in class and in writing (email).

Computing resources available to you
1. **Warehouse Mac Cluster**
   Adobe CC, open almost all day
2. **Your own laptop**
   For use ... whenever you want

InDesign Flow Chart
CS3 < CS4 < CS5 < CS5.5 < CS6 < CC
There's no turning back

Excused Absences:
If you are sick or can't attend class for whatever reason, I expect an email explaining the absence (just like you would for any employer). Excuses for class absences for medical reasons will be given only if such absences are advised by a health care provider at the Health Center, based on clinical findings and prescribed treatment recommendations. Excused notes will not be given solely to confirm a visit to the Health Center. For complete details on excuse notes, visit: http://health.syr.edu/students/policies.html.

SU Religious Observances Policy
SU religious observances policy, found at http://supolicies.syr.edu/emp_ben/religious_observance.htm, recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors **before the end of the second week of classes**. For fall and spring semesters, an online notification process is available through **MySlice/StudentServices/Enrollment/MyReligiousObservances** from the first day of class until the end of the second week of class.

Late Projects
All class assignments are expected to be submitted on their due dates. Late assignments will receive a "0" point grade (or "F").

Grading Procedures
Project grades are assessed based on the student meeting specific software-based objectives, turning work in on time, and overall effort. Final grades are determined by totaling the points earned for each project. The percent of this total determines your letter grade. Adjustments are then made to this letter grade based on participation and attendance.

Quiz(s)
Quiz(s) will be administered after significant lectures and will be worth 15 points each. Students will receive at least a weeks notice before a quiz. Quiz points will be added to the point total for the course.

Course Schedule
(Note: Course schedule may be modified as necessary)

Project 1 Comic Strip | Week 1-2 .... 20 pts
Design a comic strip with at least 3 panels in InDesign. It doesn't matter if it's not funny. Comics will be poster size, 12"x18," no printing required.

Project 2.1 Grid Exercise - Form | Week 2 .... 10 pts

Project 2.2 Grid Exercise - Type | Week 2 .... 10 pts

Project 2.3 Typographic Poster | Week 3 .... 30 pts
Students will research the grid and develop a grid-based poster that features a notable speech, manifesto and or event.

Project 3 Newsletter | Weeks 4–5 .... 30 pts
Design an 8.5" x 11" newsletter for a club or organization of your choice at Syracuse or in the surrounding community.

QUIZ Color and Image Quality | Weeks 4-5 .... 15 pts

Project 4 Resume and Stationary | Week 6-8............................... 30 pts
Students will create a vector logo, business card, resume, letterhead,
envelope, and 3-panel brochure for themselves.

Project 4.1 Movie Poster | Week 6-8.. 15 pts

Project 5 Presentation Boards / Slide Show | Week 8................... 35 pts
Pick a segment of work you've completed to "present" to a potential
client. Work displayed can be your chosen design discipline or your
stamp collection. Work should be visual and not require video. Final
presentation will have at least 4 boards / slides and will feature a
consistent grid and typographical hierarchy throughout.

Project 6 Wizard of Oz Book Design | Weeks 4–15 .... 50 pts
Each student will lay out the entirety of L. Frank Baum's *The Wonderful
Wizard of O*z (it's shorter than you think.) The start of each of the 24
chapters will be "celebrated" typographically. Book design will include
6 illustrations or photographs using provided imagery. Visuals can be
featured inside and on the cover.

Project 7 Calendar | Week 9 ....25 pts
Students will design a calendar, either multiple pages or in poster form.
Students will utilize InDesign's "table" feature to construct the design.

Project 8 Cook Book | Week 10-15 .... 70 pts
Select 8 recipes either from your own catalog or on the web (make sure
the recipe is not copyright-protected; find the stuff that's free.) Create a
20-page cookbook (9 spreads) from these recipes including a table of
contents. Cookbook can have photos or illustrations related to the food
or actual photos of the food itself. Cookbook will be printed in an actual
book using Blurb.com.

Project 9 Interactive App | Week 12-13.. 30 pts
Redesign an app to make it more interactive.

Project 10 InDesign's Book Feature | Week 14 .... 10 pts
We will use InDesign's Book feature to merge multiple files.