

Jl MC 342L - Laboratory on Visual Principles

Section 1, Spring 2007

Mondays & Wednesdays 3:15 p.m. - 5:30 p.m.
Hamilton Hall Room 8

Lecturer – Kalpana Ramgopal

Campus

Office:	211-D Hamilton Hall	Office Hours: Wednesday: 1:00-3:00
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This course synthesizes two different but complementary tools of communication: graphic design and electronic page assembly. It is designed to provide practical, hands-on experience in developing visual presentations using desktop publishing software. The course will outline fundamental design principles and techniques for effective visual communication. These principles will be applied through projects in order to achieve a communication objective. Professional presentation of work will be stressed.

- **Objectives**

This lab is to provide you with practical, hands-on experience in developing visual presentations.

At the end of the semester, you should be able to:

- (1) master and apply the basic and some advanced features of InDesign, Photoshop, and Illustrator;
- (2) enhance the communication value of documents using simple graphics and other visual elements; and
- (3) produce appropriate, readable, and attention-getting design that integrates text and visual displays using word-processing graphics and page composition software.

- **Materials**

It is recommended that you back up your work. You may use memory sticks or rewriteable CD's. You will also need a pocket folder for submitting hard copies and a separate folder for handouts and assignments. Required Books: Visual Quickstart Guide for InDesign CS2, Visual Quickstart Guide for Photoshop CS2.

- **Grading**

Final grades will fall along the traditional A-F scale. Project point breakdowns are on page 2 of this handout.

- **Attendance**

Attendance is expected and will be taken at each class period. It is your responsibility to sign the attendance sheet at the beginning of each lab session. *You will lose a letter grade for each three absences you accumulate.*

- **Late Submission Policy**

Assignments and projects are due at the beginning of the class on the date specified. You will be allowed ONE late assignment with a two-day extension period. *Other late assignments will be graded down one full letter grade for each class day late. The final project cannot be late.*

- **Inclusiveness**

Every attempt is made to make all JIMC courses nonsexist and multicultural in content. Should the instructor fail to meet this goal, please visit with the Department Executive Officer or me.

- **Academic Honesty**

Plagiarism (literary or artistic theft), copying someone else's work or other forms of dishonesty will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in the course.

- **Professionalism**

During this course students are likely to experience difficulties with technology or software similar to situations that would be experienced in the corporate world. Students are expected to conduct themselves in a professional manner.

- **Disability:** If you anticipate the need for special accommodations based on the impact of a disability, please meet with me to discuss your specific needs. Please contact the Disability Resources Office at 515-294-7220 in room 1076, Student Services Building to coordinate reasonable accommodations for students with documented disabilities.

Breakdown of grades

In-class assignments & readings

Purpose: to encourage advance preparation and increased knowledge of software --we don't waste lab time on simple basics.

Intro projects

Purpose: introduce various tools, techniques and application of software.

Beginning design project

Purpose: learn to integrate software applications, learn to use and modify clip art and photos. Student begins to apply own creativity while using software. Points awarded on use of technology as well as demonstration of design principles.

Grading from this point on becomes a bit tougher. Attention to detail, application of design principles, and creativity will help you get better grades.

Intermediate design project

Purpose: expand usage of Photoshop and Illustrator; integrate graphics created in other software with text in InDesign. Points awarded on use of technology as well as demonstration of design principles.

Final Project

Purpose: Student designs and determines combination of software to be used for final project.

Attendance – It is your responsibility to sign in each period. *You will lose a letter grade for each three absences you accumulate.* Good attendance will move you up if you're on the fence (70, 80, 90%)

342L Project Breakdown

In-Class Assignments		Beginning Design	300
InDesign	10	Zoo logo	
Photoshop	10	Zoo ad	
Illustrator	10	Zoo newsletter	
Intro Projects for InDesign		Intermediate Design	300
Flower poster	15	Senior logo	
Exercise Flyer	15	Senior ad	
Hawaii Brochure	15	Senior brochure	
Intro Projects for Photoshop		Advanced Design	400
Scanning, line art editing	15	Restaurant Logo	
Photo editing, poster	15	Restaurant Ad	
Photospread	50	Restaurant Menu	
Intro Projects for Illustrator		Total Points Possible	1200
Clip art editing	15		
Text manipulation	15		
Graphic Forms	15		

Grade	Percentage	Points
A	94	1128
A-	91	1092
B+	87	1044
B	84	1008
B-	81	972
C+	77	924
C	74	888
C-	71	852

JIMC 342L Course Schedule (Mondays & Wednesdays, 12:30 – 2:45)

As with any lab, you are expected to put in one hour outside of class for every hour in class

*Homework/projects are to be turned in at the BEGINNING of class period in a simple pocket folder.
(No three-ring binders, folders w/string to be twisted, brads to be flattened, or open file folders)*

- 1/8 Overview of syllabus and InDesign. Name tags, poem, Flower Show poster (all due next class)
1/10 Exercise flyer (due next class period).
- 1/15 **Martin Luther King Jr. Day, No class**
1/17 Hawaii Brochure (due next class period).
- 1/22 Overview of Photoshop. Photoshop class exercise (due next class period).
1/24 Photo editing, poster (due next class period).
- 1/29 Scanning, line art editing, (due next class period). For next class: 5-7 related photos -scanned or digital
1/31 Photospread
- 2/5 Photospread (cont.) (due next class period)
2/7 Overview of Illustrator. Class Exercise/Experimentation (due next class period).
- 2/12 Beginning Design – Zoo logo (due for critique next class period)
2/14 Beginning Design – Zoo ad (due for critique next class period)
- 2/19 Beginning Design – Brochure (due for critique next class period)
2/21 Beginning Design – Zoo Newsletter
- 2/26 Beginning Design – Zoo Newsletter (due for critique next class period)
2/28 Beginning Design – Zoo Newsletter (final critique on all pieces)
- 3/5 Intermediate Design – Senior Adult Living Logo (due for critique next class period)
Zoo Project due beginning of class - Hard copy and file to drop box
3/7 Intermediate Design – Senior Adult Living Ad (due for critique next class period)
- 3/12 Spring Break
3/14 Spring Break
- 3/19 Intermediate Design – Senior Adult Living Ad/ Brochure (due for critique next class period)
3/21 Intermediate Design – Senior Adult Living Brochure (due for critique next class period)
- 3/26 Intermediate Design – Senior Adult Living Brochure (due for critique next class period)
3/28 Intermediate Design – Senior Adult Living Brochure (final critique on all pieces)
- 4/2 Final project – Restaurant logo (due for critique next class period)
Senior Adult Project Due at beginning of class – Hard copy and file to drop box
4/4 Final Project – Restaurant Ad (due for critique next class period)
- 4/9 Final Project – Restaurant Ad/Menu (due for critique next class period)
4/11 Final Project – Restaurant Menu (due for critique next class period)
- 4/16 Final Project – Restaurant Menu (due for critique next class period)
4/18 Final Project – Restaurant Menu (final critique for all pieces)
- 4/23 Final Project – Restaurant Project clean up (make changes indicated)
4/25 **Final Projects due at beginning of class. Hard copy and file to drop box.**

Final Pick up grade and project during scheduled final exam hours