Digital Communication
Northwest College

Course Syllabus
ARTC 1313 Digital Publishing II (CRN19710)
Alief Hayes Campus - Room B316 I 6:00-9:50 pm I Wednesdays

Instructor: Carolyn Tan
Instructor Contact Information: Email: Carolyn.Tan@hccs.edu
Phone – 713-718-7894

Office location and hours: Hayes Campus C316
T/Th: 8:00-10:00am

Please feel free to contact me concerning any problems or concerns that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. You can contact me via phone or email for an appointment.

COURSE DESCRIPTION

ARTC 1313 - The fundamentals of using digital layout as a primary publishing tool and the basic concepts and terminology associated with typography and page layout. Topics include an overview of industry standard software for page layout and design, and various methods of reproduction for print and electronic delivery.

An introduction to InDesign and other tools and skills used to prepare electronic pre-press art for print reproduction with a goal of economy, neatness and faithfulness to the designer's layout or written instructions. Material covered will include graphic terminology, type specification, and evolution of the printed piece from concept to final printed project.
(2 Lec., 4 Lab.)

Digital Publishing 1 is a foundation course that teaches production skills used by graphic designers. It is a prerequisite for ARTC 1327 Typography and ARTC 2313 Digital Publishing 2. It is a required course in the Graphic Design and Digital Communication degree plans.

PREREQUISITES
- ARTC 1305 and ARTC 1325
- MATH 0306 (Basic Math Pre-Algebra) Departmental Approval GUST 0341 (7th - 9th Grade Reading)
- ENGL 0300 or 0347

COURSE SEMESTER CREDIT HOURS (SCH)
(LECTURE, LAB) Credit and Lecture

Total Course Contact Hours

Credit and Lecture - 96.00; External Hours: 48 hours

Note: One hour of classroom instruction equates to a minimum of 1.5 hours of out-of- class student work for each week. External hours of student work may include assignments, projects, research, exam certification practice, and/or field trips.

Example: 2 lecture, 4 lab hours Lecture 2hrs x 16 weeks = 32 hrs Lab hours 4hrs x 16 weeks = 64 hrs
External Hours 3hrs x16 weeks = 48 hrs

TOTAL hours = 144 hours

Type of Instruction
Onsite Lecture, Lab & Web Enhanced activities, External activities

Instructional Materials
- 16GB or Higher USB Flash Drive (to back up & save work)
- REQUIRED TEXTBOOK: *Exploring Adobe InDesign* CC, *1st Edition,* By *Terry* Rydberg. ISBN-10: 1305263642 or ISBN-13: 9781305263642

Student Learning Outcomes
The student will be able to:

1. Complete projects using thumbnails, roughs, and comprehensives
2. Use industry standard page layout software to create printable advertising and print collateral
3. Coordinate color and use the principles and elements of design

Learning Objectives

Students will:

Complete projects using thumbnails, roughs, and comprehensives

1. Apply fundamentals of page layout
2. Plan and design documents using concept, thumbnails and roughs

Use industry standard page layout software to create printable advertising and print collateral

1. Utilize page layout program and its features
2. Import text and graphics into page layout programs
3. Size, crop, and position graphics in a document
4. Apply different scanning options for acquiring images for design

Coordinate color and use the principles and elements of design

1. Demonstrate graphic design principles and effective communications in electronic publishing
2. Comprehend typographic terminology and specifications
3. Choose and size fonts to convey a specific message
4. Identify type and font families, describe their characteristics, and identify basic concepts and terminology associated with computer page layout
5. Develop, organize and present a beginning level portfolio

Complete projects using thumbnails, roughs, and comprehensives

1. Foundation Skills-Thinking-Creative
2. Workplace Competencies- Information-Organizes & Maintains
3. Workplace Competencies- Information-Interprets & Communicates

Use industry standard page layout software to create printable advertising and print collateral

1. Foundation Skills- Basic-Reading

2. Foundation Skills- Basic-Listening
3. Foundation Skills- Thinking-Reasoning
4. Foundation Skills- Personal Qualities-Integrity/Honesty
5. Foundation Skills- Personal Qualities-Responsibility
6. Workplace Competencies- Resources-Allocates Time
7. Workplace Competencies- Resources-Allocates Money
8. Workplace Competencies- Resources-Allocates Material & Facility Resources
9. Workplace Competencies- Information-Uses Computers to Process
10. Workplace Competencies- Technology-Applies Technology to Task
11. Workplace Competencies- Technology-Maintains & Troubleshoots

Coordinate color and use the principles and elements of design

1. Foundation Skills - Thinking-Problem Solving
2. Workplace Competencies- Interpersonal-Participates as Team Member

INSTRUCTIONAL METHODS

Web-enhanced (49% or less)

Face to Face
Lectures in the format of presentations and handouts

INSTRUCTOR'S TEACHING PHILOSOPHY & INSTRUCTIONAL METHODS
The process of life-long learning, sharing of knowledge and skills is one of my deepest passions in the teaching and training field. I enjoy teaching both onsite and online utilizing traditional methods along with current computer technology combined with effective teaching strategies and approaches which engages students and learners in a motivating and enriching learning experience.

In relation to teaching any subject area, I strongly believe that students should be taught the basics or fundamentals, and then guided and encouraged to apply and share concepts learned to various scenarios related to the subject area. They must also be allowed to be creative, explore and experiment with new ideas, as well as make and learn from their mistakes. With higher cognitive applications, students must be able to learn how to solve and overcome problem tasks, as well as apply critical thinking and supported with justified solutions.

The end product of successful teaching is when the learner or student is able to utilize and apply the fundamentals of what have been taught to higher levels of learning, while achieving their maximum and fullest potential lifelong learning goals.

If it my responsibility to:

• Provide the grading scale and detailed grading formula explaining how student grades are to be derived Facilitate an effective learning environment through class activities, discussions, and lectures Description of any special projects or assignments
• Inform students of policies such as attendance, withdrawal, tardiness and make up
• Provide the course outline and class calendar which will include a description of any special projects or assignments
• Arrange to meet with individual students before and after class as required

To be successful in this class, it is your (the student's) responsibility to: Attend class and participate in class discussions and activities

• Read and comprehend the handouts and help files where applicable Complete the required

assignments and evaluations

- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments Complete all assignments/activities with a 70% passing score

Adhere to HCC, department and instructor policies

Syllabus Changes and Eagle Online (EO)

The syllabus is subject to change. When changes occur, I will advise the students during class time and as an announcement on EO. It is the student's responsibility to check EO for announcements, assignments, posted grades and comments. If you are not checking EO, or your student email account, you may be missing vital class related information.

INSTRUCTOR REQUIREMENTS

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived Facilitate an effective learning environment through class activities, discussions, and lectures Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is your (the student's) responsibility to: Attend class and participate in class discussions and activities

- Read and comprehend the handouts and help files where applicable
- Complete the required assignments and evaluations Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments. Complete all assignments/activities with a **70%** passing score
- Adhere to HCC, department and instructor policies

Program/Discipline Requirements

- Complete and comprehend the objectives and technologies involved in all graded assignments.
- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments. Complete all reading assignments pertaining to the subject matter of the course.
- **Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours). Absences will be counted if later than 15 minutes to class.**
- Arrive at class promptly and be prepared with necessary books, storage media, assignments, and
- anything else required.
- Exhibit safe and courteous lab habits.
- Develop and share knowledge and information with fellow students.
- Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
- Participate in class discussions and critiques.

- Demonstrate the ability to communicate in a clear, coherent manner.
- Turn in all assignment on time and in the manner required by the instructor.
- Demonstrate the ability to use computer-based technology and software applications as it applies to be given class.
- Understand and be proficient in computer file management, including saving and retrieving files.
- When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
- Demonstrate knowledge and the ability to use applicable peripherals and storage devices. Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
- Demonstrate ability and creativity in using computer-based technology in communicating, solving problems and acquiring information.
- Accept responsibility for personal understanding of course requirements and degree plan.

Classroom Policies

- Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
- Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students. No make-up tests or classroom exercises will be given.
- All assignments and projects must be completed by the individual student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade. Details will be given in each project or assignment.
- Assignment/Project content or theme must NOT contain any inappropriate or offensive material (language, text, images, or Digital Media) that relates to any sexual, religious or political orientation.
- References and credits (such as images, text information, media files, etc.) used must be documented in each assignment/project where applicable.
- Assignments are to be saved on External disks. You may leave your files on the server or class computers, the department will not be responsible for any deleted files.
- Student must either call, EMAIL or text the instructor if they cannot make it for onsite class.
- Plagiarism is inexcusable and will result in an F for the assignment and possible expulsion from the class.
- No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
- ALL pagers, beepers and cell phones to be switched to silent mode and should not be used during class time. If it's important, please leave the room to take or make a call.
- Students are responsible for dropping classes on the given withdrawal date.
- IMPORTANT NOTE! You will be administratively given an F automatically if you do not officially drop/withdraw from the course.
- Everyone is highly advised to get the latest updated virus scanners on their computers.
- I'm known to call an audible towards the end of class, be aware that changes may occur to the curriculum

- Food is not allowed in the classroom. Drinks are allowed if they are kept on the floor and away from the computer and keyboards.
- Headphones are allowed if they are not worn during lectures. I expect all eyes facing the front of the class during lectures, not your computer screen.

Course Goal

1. Demonstrate ability to select and apply industry standard software in design.
2. Design and demonstrate use of software and techniques in Digital Communication's practical applications.
3. Develop a portfolio of work that demonstrates proficiency in skills for employment.
4. Present a portfolio of work that demonstrates proficiency in skills for employment.

STUDENT ASSIGNMENTS

Assignments have been developed that will enhance your learning. To better understand a topic, you will be given assignments on key information that you will need to remember for your success in your career as a Production Artist or Graphic Designer. As we use the textbook, assignments are in a specific order and supplemented with outside projects to measure your progress.

Please note that since this is a 16-week hands-on (required practice) intensive course. As you learn new concepts and application, you will apply the knowledge to your Final Project.

NOTE: Working on assignments/project is an integral part for the course. Any missed assignments will be considered as missed lab/class time and hence will be counted as an **ABSENCE. (1 unexcused missed, late or incomplete assignments= 1 ABSENT Session)**

All assignments/projects are due on the day noted unless otherwise announced in class. Assignments may be completed in class or lab. Those having their own computer and pertinent software may work on assignments at home as well. However, class participation is still required, and students are advised to attend class regularly. The assignments must be completed on software programs used in class. Do not make substitutions.

Handouts will be given out for all projects. Be sure to follow the requirements of

each project. The course grades are based on the following: Details will be given

during project week.

- **On time and to spec:** Was the project late or incomplete? Complete or partially incomplete. Make sure you answer these questions.
- **Follow Directions:** Do not rearrange the assignment guidelines. Complete the right assignment. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.
- **Originality:** Is it original? Was a lot of time and thought put into the project or was it just thrown together?
- **Knowledge of subject/topic:** Do you know what you were doing or not sure; did you use the technique(s) illustrated well, pushed your skills to your limits, or did you not understand them at all.
- **Page Presentation:** Is the page well designed, utilizing your canvas well or is it stark and jumbled. Is there emphasis on the subject or just special effects?

DIGITAL COMMUNICATION LATE ASSIGNMENT POLICY

Every assignment has a due date and students are expected to submit their assignments by the assigned due date. It is the student's responsibility to read and adhere to all assignment due dates listed on the assignment handouts. The purpose of this policy is to help students with time management and ensure optimum academic success in the classroom.

ALL Assignments are due midnight on the due dates indicated. Technical issues are not valid excuses for late work.

Extra Credit

You may have a chance to earn extra credit during the semester. Extra credit is given at the discretion of the instructor. In no way is the instructor required to give extra credit. Instructions, rules and deadlines will apply if extra credit is offered.

Absences

Please do not be late. It is selfish and disruptive to the class. Try not to be absent. If you must miss class, please let me know ahead of time; life happens. I cannot help you if you do not help me. Excused absences will be given when legitimate proof of event is submitted.

15 minutes late= one (1) tardy.
3 tardies= one (1) absence.
3+ absences= one (1) letter grade drop on your final grade in class.

16-Week Outline

The following is a tentative 16-week outline and subject to change. You will be informed of any changes. Updated information will be posted online at htto://eo2.hccs.edu/

Week1-2	Introduction & Chapter 1: The lnDesign Workspace
Week2-3	Chapter 2: Type, Tools and Terms
Week4	Chapter 3: The Fine Art of Setting Type
Project 1	Ad and brochure
Week5-6	Chapter 4: Combining and Images
Weeks 7	Chapter 5: Tabs and Tables
Week 8	Chapter 6: Grids, Guides & Aligning Objects
Mid Term	Poster
Week 9	Chapter 7: Text Wrap, Layers and Effects
Week 10	Calendar Critiques/ Accreditation pretest
Week 12-15	Chapter 11: Type as a Design Element
Week 16	Accreditation pretest/TBD
Final Project	Calendar

Any assignment posted or turned in after the indicated due dates will be subjected to the following:

1 - 24 hours late loses 25% off the total earned grade.
24 - 48 hours additional 25% off **(50% off** the total earned grade.)
48 - 72 hours additional 25% off **(75% off** the total earned grade.)
72 - 96 hours additional 25% off **(100% off** the total earned grade.)

Assignments will NOT be accepted after the fourth day of the due date.

HCC GRADING SCALE

A= 100 - 90 ....4 points per semester hour

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B =89 -80 ...................................................................3  points per  semester hour
C = 79 - 70 .................................................................2 points  per  semester hour
D = 69 - 60.....................................................................................l point per
semester hour
F =  59 and below .......................................................O points per semester  hour
FX (Failure  due to  non-attendance...............................O points per semester  hour
IP (In Progress) ..........................................................O points per semester  hour
W (Withdrawn) ...........................................................0 points per semester hour
I (Incomplete) .............................................................0 points per semester hour
AUD (Audit) ................................................................0 points per semester hour
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IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress

GRADING CRITERIA

As your instructor, I will conduct quizzes, exams, and assessments that you can use to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. I welcome a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

Grading Percentages

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Chapter Quizzes (12 total).........................................................15% of your final grade
Chapter Q&A (12 total) ...........................................................10% of your final grade
Chapter Assignments (12 total) ...............................................20% of your final grade
Projects (4)...........................................................................55% of  your  final grade
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SCHOLASTIC DISHONESTY

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes, but is not limited to, cheating on a test, plagiarism, and collusion.

"CHEATING" on a test includes:

- Copying from another student test paper;
- Using material during a test that are not authorized by the person giving the test;

- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of an unadministered test;
- Bribing another person to obtain a test that is to be administered.

"PLAGIARISM" *- means the appropriation of another's work and the unacknowledged incorporation of that work in one's written work offered for credit.*

"COLLUSION" *- means the unauthorized collaboration with another person in preparing written work offered for credit.*

VIOLATIONS

Possible punishments for academic dishonesty may include a grade of "O" or "F" on the particular assignment, failure in the course, and/or recommendation for suspension or expulsion will be referred to the College Dean of Students for disciplinary disposition.

Students who wish to appeal a grade penalty should notify the instructional supervisor within 30 working days of the incident. A standing committee appointed by the College Dean of Instruction will convene to sustain, reduce, or reverse the grade penalty. The committee will be composed of two students, two faculty members, and one instructional administrator. A majority vote will decide the grade appeal and its final.

HCC Policy Statements

Access Student Services Policies on their Web site:
http://central.hccs.edu/students/student-handbook/

Access DE Policies on their Web site:

All students are responsible for reading and understanding the DE Student Handbook, which contains policies, information about conduct, and other important information. For the DE Student Handbook click on the link below or go to the DE page on the HCC website.

The **Distance Education Student Handbook** contains policies and procedures unique to the DE student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the DE Student Handbook by visiting this link:
http://de.hccs.edu/media/houston-community-college/distance-education/student-services/DE-Student-Handbook.pdf

Access CE Policies on their Web site:

http://www.hccs.edu/continuing-education/

EGLS3-Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System on line near the end of the term.

TITLE IX OF THE EDUCATION AMENDMENTS OF 1972, 20 U.S.C. A§ 1681 ET. SEQ.

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status-in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross
Director EEO/Compliance
Office of Institutional Equity &
Diversity 3100 Main
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please meet with a

campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to http://www.hccs.edu/district/students/disability-services/

CARRY CAMPUS

At HCC the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SBl 1 2015). For more information, visit the HCC Campus Carry web page at http://www.hccs.edu/district/departments/police/campus-carry/

LIFE CHALLENGES

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Student for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable us to provide any resources that HCC may possess.