



# Beginning Page Layout, using Adobe InDesign CS5

Spring 2011: January 15 – May 18, 2011  
ITV Class: Monday, 9:30am – 11:45am  
In person class: Monday, 1pm – 3:15pm

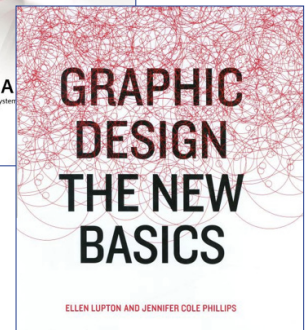
GCOM 313  
LRC 120 (30253)  
COS 108 (27380)

**Instructor:** Don Button, ButtonD@scc.losrios.edu

**Office Hours:** COS 111 (south end of Cosmetology bldg.)  
558-2415  
M: Noon–1pm, T: 3–4pm,  
W: 8–9am (in LRC 114) and 11am–Noon  
Th: 9–10am

**Required Texts:** **Adobe InDesign CS5 Classroom in a Book**  
Adobe Press, ISBN 9780321701794 (\$55)  
(also available as an e-book, see class blog)

**Graphic Design The New Basics**  
by Ellen Lupton & Jennifer Cole Phillips,  
Princeton Architectural Press  
ISBN 978-1-56898-702-6 (\$35)



**Advanced Technology Design Lab (T-109) Hours:**

Mon.–Thurs: 8 am – 9 pm, Fri: 11 am – 5 pm, Sat: 1 – 5 pm, Closed Sunday

**Page Layout Class Blog:**

**[gcom313.blogspot.com](http://gcom313.blogspot.com)**

**This Course is Web Enhanced**



The accompanying web site is an integral part of the class and all student must visit it at least once a week.

A new blog entry will be posted before each class session providing instructions for that session's assignments. Most tutorial instructions and handouts will be available only through the site as a PDF file. There are contact links for me as well as links to the ITV class recordings and InDesign-related news, links, resources, and DonCasts — recorded bonus lectures and lessons.

Other online-only class activities will include three online quizzes administered through the campus D2L system, student access to a D2L-based grading and homework delivery site, and three blog comment assignments.

## ITV Broadcast & Video Stream

The Monday morning lecture section of this class is recorded and broadcast live on two different public access TV channels. **Comcast channel 15 / SureWest channel 21 / AT&T U-verse channel 99**

You can watch the lecture live on the web: <http://wserver.scc.losrios.edu/de/scclivestream.html>

Alternately, you may also view or download the entire classroom lecture on a recorded online video steam: <http://web.scc.losrios.edu/de/archive/gcom313spring> This file is usually uploaded about two hours after the class is over. All class videos remain available for the entire semester.

Except for the introduction meeting and the final test, ITV students are not required to attend the class in person. If you are watching the lecture live, you can even call in questions to **650-2906**.

## About This Class

This course is an introduction to page layout, page composition, and electronic publishing utilizing a graphic design industry-standard software, Adobe InDesign. Students will discover how to effectively use the software to design brochures, newsletters, catalogs, and a variety of other publishing materials that follow basic page layout and design principles.

This course is taught in two different sections using two different modalities — Interactive TV in the morning, and In-Person Classroom in the Evening. The two classes share the same assignment schedule, lectures, D2L page and class blog. ITV class students are welcome to attend the evening class lecture (space permitting), and classroom students are encouraged to watch the ITV online lecture recordings as an additional source of study and review.

## Student Learning Outcomes

According to the official course curriculum, upon completion of this course, the student will be able to:

- utilize the features and tools of the software.
- construct an original document that uses the efficient production features of the software.
- choose appropriate typefaces, type layout, color management systems, color palettes, and formatting for design projects.
- create single and multi-page documents, using basic graphic design guidelines such as grid, visual hierarchy, and visual theme.
- produce camera-ready and press-ready materials, and determine best practices for environmental sustainability in printing and production of a project.
- work with a real-world client to design and produce a flyer to promote an event, service, business, or cause.
- design a magazine style editorial layout utilizing text, headline, subhead, pull quotes, photos, and captions.
- practice advanced processes and application shortcuts to increase productivity and creative work flow.

## Grading Breakdown

creative brief	5 pts	x 1 =	5 pts
11 chapter tutorials	5 pts each	x 11 =	55 pts
5 design projects	15 pts each	x 5 =	75 pts
DOT project	15 pts	x 1 =	15 pts
3 blog comments	5 pts each	x 3 =	15 pts
3 quizzes	10 pts each	x 3 =	30 pts
final project	40 pts	x 1 =	40 pts
		TOTAL =	235 pts

## A Special Note About Being an Online / ITV Student Disclaimer

Taking an ITV / Online class requires you to have a lot of self discipline. This means that if you do not attend the class session in person, you must either watch it on TV live or log onto the SCC Digital Learning Center Web site to watch the video. All students are expect to visit the class blog at least once a week to download the assignments and instructions – ALL ON YOUR OWN. This class is perfect for students who are self-motivated and have the ability to learn on their own. For most students, distance learning is actually harder than traditional in-class courses. If this is your first distance learning experience, you might consider attending the classes in person every week or periodically. No matter how you experience the lecture, you are required to complete the expected Lab time and homework assignments. (See the last page for additional Lecture/Lab policy information)

## Computer Lab

The **Advanced Technology Design Lab** is equipped with brand new Apple iMacs loaded with the latest software.

They are for you to use for class projects —please treat them with respect. Every time you use the computer lab you MUST sign-in at the computer near the door using your student ID number. The lab attendance records generate funds for new equipment and software.

Please refer to the posted rules in the lab regarding food, beverages, music, noise, and printing.

The lab coordinators and tutors are available for assistance if you are experiencing difficulty with the homework. They have been asked NOT to hand-feed you answers. They are there to help you learn and remember the material. They can not sit with you for long periods of time and help you every step of the way. There should always at least one lab employee close by to help you, but do not use the help as a crutch or you will not learn the material. I also recommend that you bring your text book to the lab as reference material, especially during busy hours when one-on-one help is harder to get.

## Session 1: January 24

Topics covered: Introductions, syllabus review, student questionnaire  
Textbooks, Help menu (Adobe Help Viewer) and other online resources  
GCOM Mission and the Design Process  
Design Lab tour

Introducing the InDesign Workspace  
tools, panels, and menus  
zoom, and navigation  
Adobe Bridge: interface, workspaces, asset management

Assignment: Buy 1 or 2 USB Flash drives (to keep your work on)  
Buy the books: **Adobe InDesign CS5 Classroom in a Book**  
**Graphic Design The New Basics**

Read: **Classroom in a Book:** Getting Started: pgs. 1–5; Chapter 1: Introducing the Workspace  
**The New Basics:** Forward, Back to Bauhaus, and Beyond the Basics (pgs. 6–11)

Lab: **Practice navigating the InDesign workspace:** sit at a Design Lab workstation, follow along with the steps in Chapter 1 of the Classroom in a Book.

## Session 2: January 31

Design Topic: The Creative Brief and the Design Process

Tools Topic: Getting to Know InDesign  
opening files, view modes and guides  
text and threads  
styles and graphics

Read: **The New Basics:** Point, Line, Plane; Rhythm and Balance; Scale  
**Classroom in a Book:** Chapter 2: Getting to Know InDesign

Lab: **Complete Chapter 2 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 2 of the Classroom in a Book.

Assignment: **The Creative Brief:** complete exercise

## Session 3: February 7

Design Topic: Point, Line, Plane; Rhythm and Balance; Scale  
Stock photos and image resources

Tools Topic: Setting Up a Document and Working With Pages  
creating new documents; master pages and page management  
text and graphics

Read: **The New Basics:** Framing; Layers  
**Classroom in a Book:** Chapter 3: Setting Up a Document and Working With Pages

Lab: **Complete Chapter 3 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 3 of the Classroom in a Book.

Assignment: **Design Project 1, Scale:** Starting with your finished Chapter 2 OR Chapter 3 page layout, create two new iterations that explore the concept of scale. (See blog for details)

**Do One Thing (DOT) project:** write and design Creative Brief (due in 3 weeks, 2/28)

## Session 4: February 14

Design Topic: Framing; Layers  
Tools Topic: Working With Frames  
layers  
text and graphic frames  
alignment and grouping

Read: **The New Basics:** Texture; Figure / Ground  
**Classroom in a Book:** Chapter 4: Working With Objects

Lab: **Complete Chapter 4 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 4 of the Classroom in a Book.

Assignment: **Design Project 2, Framing:** Create four pairs of Binary Opposition images. (See blog for details)

## FEBRUARY 21: WASHINGTON'S BIRTHDAY — NO SCHOOL

## Session 5: February 28

Design Topic: Texture; Figure / Ground  
The Principles of Gestalt  
Tools Topic: Flowing and Editing Text  
creating and alignment, manual and auto flow  
adding pages and numbering  
find / change and spell check, story editor  
Due: DOT Creative Brief

Read: **The New Basics:** Hierarchy  
**Classroom in a Book:** Chapter 5: Flowing Text, Chapter 6: Editing Text  
**Adobe Type Primer**

Lab: **Complete Chapter 5 and 6 practice projects:** sit at a Design Lab workstation, follow along with the steps in Chapters 5 and 6 of the Classroom in a Book.

Complete: **ONLINE QUIZ #1**, see blog for instructions

## Session 6: March 7

Design Topic: Hierarchy; Type 101  
Tools Topic: Working With Typography  
fonts and styles  
character and paragraph settings  
tabs and rules  
Printing Documents Introduction  
print presents, setup, marks and bleed, output, proofs

Read: **The New Basics:** Color  
**Classroom in a Book:** Chapter 7: Working With Typography  
**Classroom in a Book:** Chapter 13: Output And Exporting (for reference only)

Lab: **Complete Chapter 7 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 7 of the Classroom in a Book.

Assignment: **Design Project 3, Hierarchy:** Create a Contents page design that explore typographic hierarchy. (See blog for details)

## Session 7: March 14

Design Topic: Color  
Tools Topic: Working With Color  
creating and applying  
gradients, tints, and spot color  
color management and bridge

Read: **The New Basics:** Rules and Randomness  
**Classroom in a Book:** Chapter 8: Working With Color

Lab: **Complete Chapter 8 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 8 of the Classroom in a Book.

Assignment: **Design Project 4, Color:** Use three photos that display three different types of color combination/ schemes (Monochromatic, Analogous, and Split Complimentary) to create a set of photo-based color swatches. (See blog for details)

## Session 8: March 21 *(possible guest instructor)*

Design Topic: Rules and Randomness  
Tools Topic: Working With Styles  
character and paragraph styles  
object and table styles  
global and shared styles

Read: **The New Basics:** Pattern; Diagram; Transparency  
**Classroom in a Book:** Chapter 9: Working With Styles

Lab: **Complete Chapter 9 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 9 of the Classroom in a Book.

Assignment: **DOT project:** submit progress for review

## Session 9: March 28

Design Topic: Pattern; Diagram; Transparency  
Tools Topic: Importing and Modifying Graphics  
importing vector and bit map graphics  
managing and updating links  
clipping paths and alpha channels  
libraries and Bridge  
Working with Transparency  
colorizing grayscale  
settings and adjusting  
text and effects

Read: **The New Basics:** Grid  
**Classroom in a Book:** Chapter 10: Importing and Modifying Graphics  
**Classroom in a Book:** Chapter 12: Transparency

Lab: **Complete Chapters 10 and 12 practice projects:** sit at a Design Lab workstation, follow along with the steps in Chapter 10 and 12 of the Classroom in a Book.

## Session 10: April 4

Design Topic: Grid  
Tools Topic: Creating Tables  
importing and formatting  
graphics and text  
review table styles

Read: **Classroom in a Book:** Chapter 11: Creating Tables

Lab: **Complete Chapter 11 practice project:** sit at a Design Lab workstation, follow along with the steps in Chapter 11 of the Classroom in a Book.

Complete: **ONLINE QUIZ #2, see blog for instructions**

Assignments: **Design Project 5, Grid:** (see blog for details)

## Session 11: April 11

Design Topic: FINAL PROJECT introduced

Assignment: Work on Final Project – present for critique next session

**DOT project:** submit progress for review

## APRIL 18–24: SPRING BREAK — NO SCHOOL

## Session 12: April 25

Topics covered: FINAL PROJECT PROPOSAL PRESENTATIONS  
Critiques

Due: **DOT Project**

Assignment: Work on Final Project – present for critique next session

## Session 13: May 2

Topics covered: FINAL PROJECT critiques

Assignment: Continue work on Final Project – due in TWO weeks (May 16)

## Session 14: May 9

Topics covered: FINAL PROJECT last critiques

Final Project technical lab session

Assignment: Finish Final Project – due in NEXT WEEK (May 16)  
Study for Final Quiz

## Session 15: May 16

**Final Quiz**  
**Final Project PRESENTATIONS**

## A Sustainable Approach

The GCOM Department at SCC recently became the first community college in the U.S. to join the Designers Accord—an international coalition of designers, educators, researchers, engineers, business consultants, and corporations, who are working together to create positive environmental and social impact. As part of GCOM's effort, we are planning to implement more "Sustainable" practices in the way we teach and run our program.

With this in mind, this course is presented in a mostly "paperless" format. In most cases, lesson assignments will be distributed as PDF files on the class blog and NOT be handed out in paper form in the classroom. You are encouraged to NOT print out these files, but to read them and keep them in digital form only.

Also with tenants of Sustainability and Design Ethics in mind, one or more of the design assignments will focus on Socially Conscious issues.

*(For more info on the Designers Accord, visit [www.designersaccord.org](http://www.designersaccord.org))*

## The Textbooks & Other Resources

### Adobe InDesign CS4: Classroom in a Book

This is our tutorial-based, technical exercise book. You will need this to learn how to use InDesign. This book is also available as an e-book from both [Coursmart.com](http://Coursmart.com) and Peachpit Press if you like to read on the screen and save trees. See the class blog for links.

### Graphic Design The New Basics

This is the new standard design textbook for GCOM's four introductory graphic design courses (313, 330, 340, 343). It is required in all four courses. There is also an accompanying web site ([www.gdbasics.com](http://www.gdbasics.com)) for this book, which provides the introduction and a selection of design samples from each chapter.

### The Adobe Help and Support Center

All Adobe applications come with a built-in digital users manual and online Support Center link under the Help menu. As long as you have an internet connection, the answer to any question can probably be found here using the index or search features.

## The Software

The software, **Adobe InDesign CS5**, is installed on all of the GCOM Mac computers in the TEC 100 classroom and Design Lab in TEC 109 as part of the Adobe Design Premium Creative Suite. The software does not come free with the book and must be purchased separately if you wish to work on your own computer. The cheapest prices for community college students is at [www.uscollegebuy.com](http://www.uscollegebuy.com).

## Turning In Lesson Assignments

Most lessons and assignments will be turned in to the instructor in digital form via the **D2L Dropbox** (linked from the class blog). Most assignments will not require any paper proof prints. **There is a separate Dropbox folder for each Chapter, Design Project, and Late Assignments. Please be sure to use the correct folder.**

If your assignment file is large or contains multiple files, it is recommended that your "archive" or "compress" it/them into a ZIP or SIT file for easier transfer. You will receive notice of your assignment grade and any other critique or comments via the D2L interface.

Your assignment files **MUST BE NAMED** exactly as detailed in the assignment sheets; following this convention:

### **313–YOUR LAST NAME–chapter/project XX**

All chapter assignments and project grades, as well as your final class grade, are determined using this scale:

A = 90–100% of total points

B = 80–89%

C = 70–79%

D = 60–69%

## Late Assignments

One class late= 1 letter grade deduction. (For example: you did the lesson perfectly, but you turned it in one class late. Grade=89%) Two classes late= 2 letter grades deduction (with example above, grade would=79%)

**No lesson assignments will be accepted after 2 classes late unless express permission is given prior to due date. If you do not discuss it with me ahead of time, no points.**

**May 16** is the absolute last day and time to turn in any assignments—no exceptions.

Sometimes I will give you a second chance to correct a tutorial which was done incorrectly. You will have 1 week in which you may redo the tutorial. After you've redone it, turn in the newest version with a "v2" to the file name to differentiate it.

## Avoid Plagiarism

Plagiarism in any form is unacceptable and will be dealt with accordingly. The punishment for academic dishonesty will vary according to the seriousness of the offense. Sacramento City College's Student Code of Conduct provides for the following possible consequences of dishonesty:

Receiving a failing grade in the course

Having a course grade lowered

Receiving an "F" in the course

Being placed on disciplinary probation or suspension

Being expelled from Sacramento City College

## GCOM Lecture And Lab (TBA) Expectations

Most of the Graphic Communications courses contain several components:

### Lecture, Lab, and Homework/study.

The classroom lecture or LEC portion of the class is where the instructor provides explanation and demonstration of the concepts and skills for that particular lesson. Students are encouraged to actively engage and to ask questions to ensure concepts and skills are understood.

The laboratory or LAB portion of the class is the student's opportunity to acquire and practice the skills and concepts demonstrated in the lecture, and to receive coaching and feedback as needed. The LAB component in most GCOM is TBA (To Be Announced). This means it is completed on the students' own time, outside of the Lecture. Several GCOM classes have scheduled LAB time with an instructor, but even those classes have an additional TBA expectation as well. Each course has a required amount of LAB time per week (see below). Students are expected to spend this amount of time each week of class in Advanced Technology Design Lab (TEC-109). Students who have their own computer and applications have the flexibility of doing additional LAB time off site, but are expected to use the Design Lab on a weekly basis as well. The Design Lab is open 7 days a week and is staffed with instructors prepared to answer questions. Students will sign in and out of the lab to document the time spent. (Students enrolled in a distance education course - online or interactive TV - are not required to attend the Design Lab in person as it is assumed that they are completing work off campus.)

### INDEPENDENT STUDY, HOMEWORK and ASSIGNMENTS.

This is the work you as an individual, need to complete independently in order to be successful in the class. Homework and assignments are given by the instructor, are evaluated by the instructor and you are provided with feedback. A general estimate of this time is an average of 2 hours per 1 hour lecture.

You are expected to come to LEC and LAB prepared, having read all required course materials.

### Full Term Lecture-only Courses:

54 hours listed for lab = 165 total minutes in Design Lab each week

### Full Term Lecture & Lab Courses:

54 hours listed for lab = 75 total minutes in scheduled Lab  
90 total minutes in Design Lab each week

### 8 Week Courses:

27 hours listed for lab = 170 total minutes in Design Lab each week

## Class Policies

At the beginning of each class, there will be an attendance sheet for you to sign next to your name. If you miss THREE OR MORE classes, and have not discussed these absences with me, I may drop you from the class. It is the student's responsibility to initiate discussion with the instructor regarding illness, planned absence, or other situations like dropping the class.

Except for special, prearranged circumstances, no guests are allowed in class lectures.

If you are planning on missing a class (vacation, etc) you need to let me know in advance so that we can make appropriate arrangements for missed lessons/tutorials.

NO active cellular phones/beepers (turn the ringers OFF) in class or lab.

Please raise your hand to ask questions or speak up if I'm not looking! Your questions are very important for me to answer and if I don't have an immediate answer, I'll let you know the following session.

Feel free to tape record lectures, but your recording device must be compact and you must come to class early enough to set it up without disturbing the class—do not bring in your boom box to record lectures and do not interrupt the class to set up your recorder.

Please e-mail or call my voice mail number for questions about class. Do not wait until you see me again if it will affect your grade.

Only **extreme** circumstances warrant a grade of "incomplete." An incomplete grade is reserved for those who meet **all** of the following criteria:

- A) Student experiences an extreme situation which is **unexpected**. (Death in family, serious illness requiring student to miss several classes, employment loss)
- B) Student's grades are passing (C or higher) at the time of extreme situation.
- C) Student notifies instructor within 10 days of occurrence mentioned in item A.

(Home computer failure is not an acceptable excuse since the Design Lab is available to everyone.)

## How to Contact Me

My office hours are on the first page of this syllabus. My office is in COS 111, at the south end of the Cosmetology building. My office phone is 558-2415. My campus e-mail address is ButtonD@scc.losrios.edu. Monday – Thursday I check my campus e-mail regularly and periodically from Friday through Sunday.