ADOBE DESIGNER BASICS COURSE SYLLABUS

APPLIED ARTS 176 | FALL 2018 | CRN 26422

September 24th – December 9th
Scheduled time/days: M/W 5pm – 6:20pm
Credits: 3
Classroom: SSH 116D
Final Exam: Monday, December 3rd at 5pm

Instructor: Mattea Godsey
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Phone: (541) 714 – 3487
Office Hours: M/W 6:30 pm– 7:30pm
Office: SSH 212

COURSE DESCRIPTION

This course provides students with a basic overview of the Adobe designer suite for professional graphic designers. Students will gain an understanding of the terminology used by the design industry. Coursework will include learning the basic skills of Adobe InDesign and Photoshop for the creation of simple page layouts. Students will learn to create and manipulate work with PDFs using Adobe Acrobat. This will also include some of the legal aspects surrounding contracts and copyright.

PREREQUISITES

A working knowledge of computers.

COURSE OUTCOMES

Upon successful completion of this course, students will be able to:

- Utilize and identify basic design industry vocabulary
- Demonstrate basic skills using Adobe InDesign, Photoshop, and Acrobat
- Create basic page layouts using InDesign
- Make visually appealing font choices
- Design and complete individual projects for print and web.

STUDENT LEARNING OBJECTIVES

- Knowledge of the differences between bitmap/raster and vector graphics
- Familiarity with file formats (such as .psd, .eps, .gif, .jpeg, .png, and .indd)
- Understanding of file size, resolution, and their applications for both print and web
- Learn how to properly download and install fonts
- Organize and manage digital files
- Learn how to use imagery with an understanding of copyright issues
- Familiarity with prepress practices

REQUIRED COURSE TEXT

The Non-Designers Design Book (4th Edition) by Robin Williams
We will be working with this book throughout the term, with small quizzes and labs (worth 10% of your grade).

REQUIRED SUPPLIES:

8GB (or larger) Memory Stick/USB Drive for storage and transfer of files and assignments.

CLASSROOM POLICIES

BEHAVIOR & EXPECTATIONS

- Attend all class sessions (and inform the instructor if you cannot make it)
- The course has been built sequentially, therefore keeping up with the reading, assignments, and projects is crucial to success.
- Be prepared to spend extra time in our computer lab or with computers with Adobe programs.
- Bring course materials to every class
- Participate in discussions
- Be on time and prepared
- Resist use of electronic devices (unless part of a class activity)
- Give your full effort to course assignments and activities
- Do your own work except when working in groups as instructed

You are held accountable to the Student Code of Conduct, which outlines expectations pertaining to academic honesty (including cheating and plagiarism), classroom conduct, and general conduct.

BREAKS

Students choose when they require a break. Please be courteous of the instructor and fellow students who will be working. Remember that there is no food or drink allowed near the computers.

LAB ACCESS/INFORMATION

The lab is open to enrolled LBCC students to use when there is not a class in session. Make copies of all your work. Work left on the desktop is NOT safe and is trashed every time the computer is rebooted. I will not excuse lost files.
In addition, we will review the LAB AGREEMENT form, for more details about the lab. This handout is located in our class folder on Google Drive.

ATTENDANCE, TARDINESS, & PARTICIPATION

Attendance is important for this class. We will be going over new material in each class. Please contact a classmate for any missed notes and homework. If you know you are going to be absent, contact me in advance.

In the event that you're late to class, please be mindful when entering our lab. Please come in and set up quietly.

CELL PHONES

Unless it is required for a project, please turn your phone off and keep it out of sight during class.

COURTESY AND RESPECT

I encourage you to share your unique perspectives. This is a class where we can all learn from each other! Please be kind, constructive, and professional with your comments.

ASSIGNMENTS, ACTIVITIES, & GRADING

COURSE ACTIVITIES
This is a hands on design software class. Each week there will be a lesson with in-class demos, followed by hands on work. Readings and comprehension work are assigned outside of class. There will be two longer creative projects during the term and two multiple choice quizzes, with a final exam.

READINGS
As assigned during the term - details listed in the course calendar.

BITE SIZED LABS
Short prompts and questions from our textbook and brief quizzes. This is to be done in conjunction with the readings to compliment the content from the textbook.
The packet is in Google Drive as a pdf. Please download, open with Acrobat, type in your answers, and save as a pdf OR print (I recommend color printing) and hand-write the answers. Due dates on Calender. YOU WILL NEED THE BOOK IN ORDER TO COMPLETE THESE.

LAB EXERCISES
There will be weekly in class labs which are short technical exercises. It is very important that you attend class in order to complete these. Every effort has been made to make these something you can accomplish during class time, but there may be cases where you will need extra time in the computer lab outside of class. Please be aware of this and budget your time accordingly.

PROJECTS
There are two longer projects that will be assigned during the term. I have made an effort to schedule 'work in class' days, but please be prepared to work in the lab on campus in order to complete these projects. Computer lab hours will be shared with the class during the first weeks of the term.

QUIZZES
Students are required to complete two multiple choice quizzes. These will be open book and you are allowed to use notes.
Quiz Make Up Policy: If you notify me in advance and have a legitimate reason for missing a quiz, I can work with you to reschedule. If you do NOT notify me in advance, you may not make up the quiz.

COURSE MATERIALS AVAILABLE ONLINE
Class materials will be available through Canvas and Google Drive. Instructions to access these will be provided during the first week of classes.

FINAL EXAM
Our cumulative final exam will be held Monday, December 9th, 5pm – 6:20pm.

GRADING

- 20 Bite Sized Labs: 10%
- 6 Lab Exercises: 20%
- 2 Creative Projects: 30%
- 2 Quizzes: 20%
- Final Exam: Cumulative 20%

A: 90 – 100% Excellent Work
B: 80 – 89% Good Work
C: 70 – 79% Average Work
D: 60 – 69% Poor Work
F: 0 – 59% Failing Work

This course is graded on an A-F scale. Incompletes are rarely given and must be discussed with the instructor.

METHOD OF EVALUATION
Evaluation will be based upon completion of all assigned exercises and projects. I allow for projects to be reworked during the term. All reworked projects will be due the last full class session before the final exam.
LATE WORK WILL BE ACCEPTED BUT CANNOT BE REWORKED.

Please note that assignments, policies and schedule are subject to change upon Instructor's discretion.

COLLEGE POLICIES

LBCC EMAIL AND COURSE COMMUNICATIONS

You are responsible for all communications sent via Moodle, Canvas, and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College.

DISABILITY AND ACCESS STATEMENT

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in this class, please talk to me as soon as possible to discuss your needs. If you believe you may need accommodations, but are not yet registered with CFAR, please go to http://linnbenton.edu/cfar for steps on how to apply for services or call 541-917-4789.

HONOR CODE

LBCC is dedicated to maintaining an optimal learning environment and insists upon academic honesty. To uphold the academic integrity of the institution, all members of the academic community, faculty, staff and students alike, must assume responsibility for providing an educational environment of the highest standards characterized by a spirit of academic honesty. You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students.

NONDISCRIMINATION POLICY

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws.

COURSE CALENDAR

WEEK	DATE	LESSON	WORK & DUE	READINGS & BITE SIZE
1	9/24	Introduction, syllabus review, lab orientation	Ice Breaker Lab Agreement	
	9/26	Mac orientation, Google Drive, file management, vocabulary	Getting to Know You	Chapters 1–2 pages 10–32 Bites: 1–5 HW: collect design examples
2	10/1	Design principles	Apply Principles ***Design Examples Due***	Chapters 3-5 pages 33–84 Bites: 6–10
	10/3	Typography basics	Let's Practice with InDesign	Chapter 6 pages 85–94 Bites: 11–12
3	10/8	Introducing InDesign	Lab 1	Chapters 10–11 pages 167–186 Bites: 13–15
	10/10	Type contrasts, InDesign day 2 Project 1 assigned	Lab 2	Chapters 12 pages 187–218 Bites: 16–17
4	10/15	Work in class		
	10/17	Color & branding		Chapter 7, part of 8 pages 95–112, 113–128 Bite: 8
5	10/22	Demo & Work in class	Lab 3	Chapters 8 pages 137–144 Bites: 19–20
	10/24	Quiz #1, work in class		
6	10/29	Work in class		
	10/31	Work in class		
7	11/5	Quiz #2, work in class		
	11/7	Stock images & copyright Project 2 assigned	***Project 1 due*** ***Labs 1-3 Due***	
8	11/12	Introducing Photoshop	Lab 4	
	11/14	Photoshop day 2	Lab 5	
9	11/19	Photoshop day 3	Lab 6	
	11/21	Work in Class	***Bite sized labs due***	
10	11/26	Work in class		
	11/28	Work in class	***Labs 4-6 due*** ***All reworks due***	
11	12/3	Final Exam	***Project 2 due at end of class***	