Course Syllabus: Adobe Designer Basics
Applied Arts 176 | Spring 2018

April 3rd to June 7th
T/R 12-1:20pm
Lecture/Lab: South Santiam Hall 116D
CRN: 43670
Credits: 3

Instructor Information
Rachel Urista
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541-917-4541
Office: SSH 115
Office Hours: T/R 1:30-2:00pm
Also available by appointment

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 work with PDFs using Adobe Acrobat. This will also include some of the legal aspects surrounding contracts and copyright. We will be working with Macs in the design lab.

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 and Photoshop
• Create basic page layouts using InDesign
• Make visually appealing font choices
• Design and complete individual projects for print and web

Student Learning Objectives

I want to help you develop the ability to:
• Have confidence designing projects using images, design elements, and fonts
• Explain the differences between bitmap/raster and vector graphics and work with each
• Be familiar with file formats (such as .psd, .eps, .gif, .jpeg, .png, and .indd)
• Understand 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
• Be familiar 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:
At least an 8GB Memory Stick/USB Drive ($10-$30) for storage and transfer of files and assignments. The larger the drive, the happier you will be.

Classroom Policies
This class meets twenty times, for 1 hour and twenty minutes. In order to be successful in this class, **please be prepared to put in additional hours in our computer lab,** or with computers with the same Adobe programs. The course has been built sequentially, therefore keeping up with the reading, bite sized labs, and the computer labs and projects is crucial to success. *If you fall behind, the quality of your work will suffer, and therefore your grade will suffer.*

This class has been constructed to help you achieve your professional goals. By enrolling, it is my understanding that you're motivated to develop a set of design skills that you view as being valuable. Ultimately, success in this course is your choice. Every student has the potential to succeed in this class!

My Expectations
• Attend all class sessions (and inform the instructor if you cannot make it)
• Bring course materials to every class
• Participate in discussions
• Be "present"
• 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

I welcome open class discussion, and will be the first to admit I do not know everything. Let's be proactive and communicate with one another. I'm always happy to work with you one on one during my office hours or at a time that works for both of our schedules.

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 is 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

Small 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 and type in your answers and save as a pdf OR print (I recommend color printing) and hand-write the answers. Due date 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.

Branding Packet: 10 points
Retro Event Flyer: 15 points

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.

Final Exam

Will be cumulative and will be on **Tuesday, June 12, 12:30 - 2:20 p.m.**

Method of Evaluation

The method of 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.

* LATE WORK WILL BE ACCEPTED BUT *CANNOT* BE REWORKED.

Grading:

• **20 Bite Sized Labs 10%**

• **8 Lab Exercises 25%**

• **2 Creative Projects 25%**

• **2 Quizzes 20%**

• **Final Exam:** *Cumulative* **20%**

A: 90-100%
B: 80-89%
C: 70-79%
D: 60-69%
F: 59% and below

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

Breaks: Students choose when they require a break. Please be courteous of the teacher 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 back up 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 & Participation: Class attendance is important for this class. We will be going over new material in each class. If you miss class, please contact a classmate for any missed notes and homework. If you know you are going to be missing class, contact me in advance.

Tardiness: 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. I would appreciate you placing your phone out of sight during our class session. Phones can create an unnecessary distraction that makes it difficult to concentrate on our discussions and classwork.

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.

Special Needs: 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.

Wk	Date	Lesson	Work	Due
1	APR 3	Introduction, Syllabus review Lab Orientation, Ice Breaker	Ice Breaker Lab Agreement	
	APR 5	Mac Orientation, Google Drive File Management, Vocabulary	Getting to Know you PDF	
2	APR 10	Design Principles	Apply Principles in Group	Printed Design Examples
	APR 12	Typography Basics	Typography Scavenger Hunt	
3	APR 17	Scavenger Hunt Results Introducing InDesign	LAB 01: Gadgets	Scavenger Hunt finds
	APR 19	InDesign Day 2	LAB 02: Eyechart	
4	APR 24	Color & Branding		
	APR 26	InDesign Day 3	LAB 03: Sunday Morning	
5	MAY 01	InDesign Day 4	LAB 04: The Impressionists	
	MAY 03	QUIZ#1, Work in Class		
6	MAY 08	InDesign Day 5	LAB 05: Oregon Landscapes	
	MAY 10	Work in Class		
7	MAY 15	Work in Class		LABS 01-05 Due. PROJECT #1 DUE
	MAY 17	QUIZ#2/Work in Class		
8	MAY 22	Introducing Photoshop	LAB 06: Tricycle Race	
	MAY 24	Photoshop, Day 2 Stock Imagery & Copyright	LAB 07: Make Me Vintage	
9	MAY 29	Photoshop, Day 3	LAB 08: The Office	
	MAY 31	Work in Class		Bite Sized Labs Due
10	JUN 05	Work in Class		
	JUN 07	Work in Class		LABS 06-08 DUE. Any Reworked projects Due
11	JUN 12	Final Exam at 12:30-2:30		PROJECT #2 Due