SYLLABUS / OUTLINE
DANVILLE COMMUNITY COLLEGE

DIVISION: Business and Engineering Technology **REVISED:** Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: Graphic Imaging Technology

COURSE NUMBER AND TITLE: PNT 211 – Electronic Publishing I

INSTRUCTOR: Sheila Wright
Charles Hawkins E&IT Building, office #10
(434) 797-8433 **Email:** swright@dcc.vccs.edu

OFFICE HOURS: Posted on my office door and in EIT 26 Mac lab. If these times are not convenient for you, just contact me and I will work with you to fit your schedule.

CREDIT HOURS: 3 **HOURS/WK LEC:** 2 **HOURS/WK LAB:** 2 **LEC/LAB COMB:** 4

TEXTBOOK: Graphic Design Solutions by Robin Landa. Software learning materials and other required course materials will be provided by instructor.

I. CATALOG DESCRIPTION: Teaches principles of typography and graphics, word processing and page layout. Survey of electronic publishing, hardware systems, peripherals, laser printers and image setters. Concentrated use of applications software utilizing Macintosh microcomputers to achieve a high degree of proficiency in completing a variety of laboratory projects.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:

- Demonstrate an understanding of the fundamentals of reproduction processes.
- Use graphic design software to complete laboratory projects.
- Utilize mathematical skills necessary for effective performance in the printing industry.

III. REQUIRED BACKGROUND/PREREQUISTIES:

- Student should have basic computer usage skills to use Email and browse the internet to complete assignments.
- Jump drive: Neither the instructor nor the college is responsible for loss of your computer files. Save them frequently in your folder in Thawspace. If you want to keep them, back them up frequently on your jump drive. No excuses will be accepted for missing or lost work.
- Headphones: This is very important since we will be viewing a lot of Adobe and other tutorials and YouTube presentations. To aid with concentration, it is most important that everyone use headphones.

IV. COURSE CONTENT:

- Typefaces
- Type Style Development
- Typeface Classifications
- Typeface Families, Series, and Fonts
- Type and Typesetting Measurements
- Legibility Factors
- Software Applications

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE:

___**X**___Communication
___**X**___Critical Thinking
_____Personal Development
___**X**___Quantitative Reasoning
_____Cultural and Social Understanding
_____Scientific Reasoning
___**X**___Information Literacy

VI. LEARNER OUTCOMES:

VII. EVALUATION:

Typefaces • Demonstrate knowledge of typography basics • Demonstrate knowledge of nomenclature • Demonstrate knowledge of type anatomy	**Evaluation method** In class assignments Lab exercises Written test
Type Style Development • Demonstrate knowledge of black letter • Demonstrate knowledge of roman style and elements • Demonstrate knowledge of modern and contemporary typefaces	**Evaluation method** In class assignments Lab exercises Written test
Typeface Classifications • Demonstrate knowledge of roman or serif typefaces • Demonstrate knowledge of sans serif typefaces • Demonstrate knowledge of black letter or text typefaces • Demonstrate knowledge of script or cursive typefaces • Demonstrate knowledge of novelty or decorative typefaces • Demonstrate knowledge of italic typefaces	**Evaluation method** In class assignments Lab exercises Written test

Typeface Families, Series, and Fonts • Demonstrate knowledge of typeface families • Demonstrate knowledge of typeface series • Demonstrate knowledge of type fonts • Demonstrate knowledge of selecting appropriate typefaces	**Evaluation method** In class assignments Lab exercises Written test

Type and Typesetting Measurements • Demonstrate knowledge of points and picas • Demonstrate knowledge of ems and ens • Demonstrate knowledge of set size • Demonstrate knowledge of letterspacing • Demonstrate knowledge of wordspacing • Demonstrate knowledge of tracking and kerning	**Evaluation method** In class assignments Lab exercises Written test
Legibility Factors • Demonstrate knowledge of type visibility • Demonstrate knowledge of type size • Demonstrate knowledge of line length and line spacing • Demonstrate a knowledge of how to facilitate readability • Effectively mix typefaces • Apply pacing and chunking basics	**Evaluation method** In class assignments Lab exercises Written test
Software Applications • Demonstrate a working knowledge of the Macintosh computer • Navigate the desktop • Demonstrate a working knowledge of various software programs • Properly name, copy, delete and rename files and folders • Properly use body type and display type • Access and use default fonts • Access and use internet and downloaded fonts • Demonstrate proper type alignment • Use type as shapes • Design with type • Create effective visual communication with text • Integrate type and images • Apply type wraps, layers, effects • Define and manipulate paragraphs • Use proofreader's marks • Place and manipulate text • Set and manipulate tabs • Creating tables	**Evaluation method** In class assignments and guided tutorials Lab exercises and projects Hands-on tests

VII. GRADING POLICY:

You are required to complete an assignment, test/exam and/or lab project in every class meeting. Attendance is essential to be successful in this class. Excessive absences will result in poor performance in completing assignments and laboratory projects and will therefore result in a poor or failing grade.

Attendance Requirements:

- Attendance is taken every day. Students are responsible to sign the roll every day.
- The student is expected to be on time and stay for the entire lecture or lab.
- Students enrolled in this class must attend on a regular basis in order to receive a passing grade. Excessive absences and tardiness will cause the student to fall behind in his or her technical knowledge which results in incomplete or missed assignments and will be reflected in a lower grade. There is no make-up for missed lab projects, assignments, or tests.
- A student arriving more than 10 minutes late to class will result in a .5 point reduction for that day's work. A one point reduction or more will be taken from any assignment, test or lab project per day that it is not adequately completed, depending on the amount of material not adequately completed. Point(s) will be taken from student's daily grade if student leaves class before class has ended.

In-class assignments and/or lab projects cannot be made up. Each assignment, test/exam and/or lab project is worth 3 points (x 33 meetings) for a total of 99 possible points. However, to earn all 3 points, the assignment, test/exam and/or lab project must be satisfactorily completed.

IX. GRADING SCALE: 99-90 = A, 89-80 = B, 79-70 = C, 69-60 = D, 59 or below = F.

X. ACADEMIC HONESTY CLAUSE:

DCC Honor Code: I promise that I have neither given nor received unauthorized help on this work, nor am I aware of any violation of the Honor Code.

Plagiarism and Academic Dishonesty

Students will be expected to maintain complete honesty and integrity in their academic work in this class. Acts of academic dishonesty, such as cheating, plagiarism, or inappropriately using the work of others to satisfy course requirements, will not be tolerated. Students who maintain their enrollment in this class agree that such acts will be managed at the discretion of the instructor according to the severity of the infraction.

Academic dishonesty includes collaborating with other students on take-home examinations or other non-collaborative assignment, presenting the work of others as your own, failing to document adequately on research from printed materials or internet sources, and cheating on tests. Disciplinary action will be pursued for all acts of academic dishonesty and may result in the failure of affected assignments, and or this class, as determined by the instructor.

XI. ADA POLICIES: Danville Community College is committed to meeting the needs of all students and providing access for persons with disabilities. Reasonable accommodations are available to those students with diagnosed disabilities. Students with diagnosed disabilities wishing to receive specific accommodations must be registered with the Disability Services. For more information, please contact Carl Amos, Counselor and ADA Coordinator, at 797-8479 or camos@dcc.vccs.edu.