



School of Education and Exercise & Sports Science

Virtual Campus - Spring 2009

Feb 23 – May 16, 2009

Mission: Wayland Baptist University exists to educate students in an academically challenging, learning focused and distinctively Christian environment for professional success, lifelong learning and service to God and humankind.

EDIT 5340 - DESKTOP PUBLISHING AND DIGITAL GRAPHICS

Syllabus - Spring 2009

INSTRUCTOR: Dr. Ray Gene Whitfill
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COURSE DESCRIPTION: Advanced skill-building in how to use and teach desktop publishing and digital graphics to instruct, solve problems and communicate. Course content based upon the state and national essential knowledge skills into the curriculum.

TEXT:

Graphic Design & Production Technology, Greenwald & Luttrupp, Prentice Hall
ISBN 0-13-017445-9

GRADE DISTRIBUTION:

Examinations (2)	=	40%
Homework/Lab/Discussion (10)	=	60%

GRADING STANDARDS: Grades will be recorded under the following guidelines for successful completion of various portions of course activity.

100% - 90%	=	A
89% - 80%	=	B
79% - 70%	=	C
69% - 60%	=	D
<60%	=	F

COMPETENCIES EXPECTED: Student Learning Outcomes

- Explain the meaning of the common terms used in graphic production
- List the uses for the various hardware associated with graphic production
- Explain the history of graphic production techniques
- Understand the fundamentals of typography
- Explain the design process
- Understand the significance of the elements of graphic design
- Explain the process of electronic page composition and production
- Understand the process of digitizing graphic data
- Understand the fundamentals of graphic web page design and multimedia

EXAMINATIONS: There will be 2 examinations. They will take place during the 5th and 11th weeks. The second one will NOT be comprehensive. Please refer to the attached schedule for material to be covered on exams. Exams will consist of True-False, Multiple Choice, and Fill-In-The-Blank questions. They will also include a lab project which will be done in teams of 1 or 2 (depending on availability of equipment) after everyone has finished the objective portion of the exam. Partners will be assigned by the instructor. Exams will cover ALL material from lectures, readings, homework, and labs.

LAB PROJECTS: Lab projects will be taken either from projects in the text, projects given on handouts, or tutorials, depending upon their applicability. Students will not work on lab or homework assignments during lecture time. It is distracting to both the instructor and to other students. All projects are to be completed before the end of the course. Projects may be corrected and improved for a better grade.

HOMEWORK: Homework assignment due dates are all listed in the Schedule. Homework will be designed to supplement material given in class. Homework is considered to be late if it is turned in after the due date. Each assignment will be graded on a scale of 0-100. Late homework may receive a reduction in grade. Homework should be sent to my digital dropbox.

DISCUSSION: Occasionally, discussion items will be posted on Blackboard. Your participation is required. Throughout the duration of the class, class discussions, will be monitored by the instructor. However, one point bears note. Courtesy for fellow students is expected. Ridicule of another's opinion will not be tolerated. In addition, there will be a participation grade for the discussion board.

PROVISIONS FOR HANDICAPPED STUDENTS: The front door of the building is equipped with a ramp for wheelchair access. All rest rooms have facilities to accommodate handicapped individuals. Classrooms and the computer lab all have sufficient aisle space and desk or table space for the physically impaired.

It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the University.

ACADEMIC HONESTY:

University students are expected to conduct themselves according to the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.) Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty and with giving sanctions to any student involved. Penalties that may be applied to individual cases of academic dishonesty include one or more of the following:

1. Written reprimand.
2. Requirement to redo work in question.
3. Requirement to submit additional work.
4. Lowering of grade on work in question.
5. Assigning the grade of F to work in question.
6. Assigning the grade of F for course.
7. Recommendation for more severe punishment (see Student Handbook for further information).

The faculty member involved will file a record of the offense and the punishment imposed with the division chair, campus dean, and the Vice President for Academic Services/Graduate Studies. The Vice President for Academic Services/Graduate Studies will maintain records of all cases of academic dishonesty reported for not more than two years. Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed. The appeals procedure will be the same as that specified for student grade appeals, see page 81. (See Student Handbook for further information or, for external students, the campus dean).

SCHEDULE:

<u>Week</u>	<u>Activities</u>	<u>Reference</u>
1	Course Overview Introduction to Graphic Design and the Development of Graphic Communication	Syllabus Ch 1 & 2
2	Fundamentals of Typography Introduction to Bit-Mapped Graphics and their display *Homework #1: Compare and Contrast different file formats And Paint	Ch 3
3	The Design Process and Elements of Creative Graphic Design *Homework #2: Photoshop	Ch 4 & 5
4	Fundamentals of Computer Graphics and Electronic Page Composition *Homework #3: Photoshop	Ch 6 Homework
5	*Mid-Term Exam - Objective Test & Lab Project *Homework #4: Photoshop	Ch 1-6
6	Digitizing Data *Homework #5: Photoshop	Ch 7 Homework
7	Line and Halftone Illustrations *Homework #6: Microsoft Publisher	Ch 8 Homework
8	Designing for Production *Homework #7: Advanced Microsoft Publisher	Ch 11 Homework
9	Web Page Design Fundamentals *Homework #8: Web Based Graphics	Ch 12 Homework
10	Fundamentals of Interactive Multimedia Design and Production *Homework #9: MS Word	Ch 13 Tutorial
11	*Final exam - Format similar to mid-term	Ch 7, 8, 11, 12, 13

* Indicates a Graded Activity