

Computerized Publication Design 1

J463 Indiana University School of Journalism

Fall 2007

About the Course

Professor:	Dr. James D. Kelly
Meeting Time:	11:15 A.M.–01:15 P.M. Mondays and Wednesdays
Meeting Place:	Ernie Pyle Hall 210
Office:	Ernie Pyle Hall 209
Office hours:	1:30 A.M.–02:30 P.M. Mondays and Wednesdays and by appointment
Office phone:	855-1708
Home phone:	334-2034 before 9:00 P.M.
E-mail:	KellyJD@indiana.edu

Course Texts

I recommend these, but they are not required. These QuickStart Guides are excellent and even the CS2 versions will be useful to you.

- InDesign CS3 for Macintosh and Windows*, by Sandee Cohen (2007)
- Photoshop CS3 for Windows and Macintosh*, by Elaine Weinmann & Peter Lourekas (2007)
- Illustrator CS3 for Windows and Macintosh*, by Elaine Weinmann & Peter Lourekas (2007)
- Dreamweaver CS3 for Windows and Macintosh*, by Tom Negrino & Dori Smith

Course Objectives

“Real education consists in drawing the best out of yourself.”
M.K. Ghandi

The objective of the course is to make you a better communicator and thereby, make you a better

journalist and a better person. The goal of the course is for you to decide and for you to achieve. I’ll ask you to set a goal on the first day and I’ll ask you to evaluate your progress toward that goal on the final day.

I will help you achieve the following:

- **Knowledge:** You will learn the fundamentals of design theory, including typography, color, and the principles of design.

- **Skills.** You will gain proficiency in the use of a computer for publication design, including type setting, digital picture editing, page design, basic drawing, type design, and color; and basic skills in HTML tagging and World Wide Web design.

- **Practice.** To synthesize this knowledge and these skills, you will solve a series of print and electronic publication problems on the computer using the Adobe Creative Suite software.

I don’t mean to minimize the Skills Objective, but I assure you that as impressive as computer skills are, they are transient knowledge that will not sustain a career for long nor will they enliven your thinking much beyond the initial infatuation. Grounding your skills in the fundamentals of graphic design—typography, color and design principles—is the key objective. A life spent contemplating the challenge of design is a life well-spent. Our desire to solve problems through design precedes computers by millennia and will surely fascinate us long after they are relegated to the dust bin. Computers are boxes filled with wires. Your brain is where the ideas reside. Learn where to find them.

This is not to say that I don’t like computers or do not think that they are the most important invention since the printing press. I actually do think they are the most important invention since Pi Sheng invented

movable type or perhaps since Johannes Gutenberg applied the movable type printing process to a phonetic alphabet. Computers allow individuals with little capital investment to communicate with a virtually worldwide audience. In the previous era, only those with great fortunes could own printing presses or broadcast facilities. Now, perhaps as much as a sixth of the world's population can use the Internet and computers to communicate with each other using print, photos, audio, and video. This will surely generate societal ramifications equally profound as those of the middle 15th century. Class discussion will take place within this context of transformation.

Course Content

We will divide the semester into three units oriented toward the three major assignments:

1. The first unit of seven classes should prepare you to do the first assignment, a print design. The computer skills include formatting type, managing story threads, importing and controlling graphics, and managing color. The software is InDesign.

2. The second unit of nine class sessions will give you basic drawing and type design skills, using Adobe Illustrator, plus basic skills in editing and managing electronic photographs, using Photoshop. You can apply these skills to both print and electronic projects. This unit will prepare you for the illustration/type-design assignment.

3. The last unit will prepare you to create a Web site with one main and five branch pages. In the Web unit you will learn basic HTML coding and Web design, including formatting text, applying Web color, optimizing photos and constructing thumbnail images. You will use Dreamweaver, a Web editing program, for cascading style sheets, templates and site management. You will use Photoshop to create a suite of web graphics—banners, buttons, rollovers and GIF animations—to enhance your site. We will discuss what constitutes good Web typography, page design, site architecture and navigation for the Web. Finally, you will learn to upload and manage your Web sites.

You must provide the verbal and visual content for your Web site, but you need not create them fresh for this project. You may use content from journalism courses you have taken in the past or from articles

you have written for campus publications. If you create a site for your extracurricular activity, employer, religious organization, fraternity or sorority, etc., you may use their content. While you may showcase your resume and job portfolio, please do not do a personal site about yourself, your cat or dog, your night at CBGB's, etc. Use this assignment to present substantive information. Begin thinking about your site and start gathering text and images for it now.

Course Policies

Special needs. If you have a learning disability, a physical disadvantage or other special need, please talk with me about it during the first week of the semester. I want to work with you to accommodate your situation and help you succeed in this course.

Attendance. Attendance is mandatory. Every class meeting will introduce new design concepts and computer skills that you will need if you are to meet the assignment expectations. Your contributions are also of value to your fellow classmates. That said, you are responsible for your education and your personal life. If you must miss a class, discuss the class lesson with your colleagues. Attendance will not count as part of your grade.

Respect. Our Macintoshes are elegant and powerful machines, loaded with the latest versions of graphic software. Please treat them with respect. Never consume food or drink—including water—in EP210.

Readings. You will read two books of your own choosing, write reports on them, and then use ideas from them in your work. One book should be about design, the other about computers.

Deadlines. Deadlines are the major fact of life in the publication business. As a professional you will live and die by them; so too in this course. Deadlines will be specified on assignment instructions. Assignments handed in after deadline will be penalized as follows:

- In before 5:00 P.M. the following day—50 percent reduction of grade
 - After 5:00 P.M. the following day—grade of zero
- Deadline extensions may be granted by the professor given special circumstances, but no adjustment is possible after the deadline has passed.

Academic integrity. Learning comes from the thinking you put into your work. If you cheat, you are cheat yourself of learning. You also rob others of their intellectual achievement. I encourage you to discuss your projects with classmates and friends, ask for help with computer skills from classmates and lab monitors, and bounce ideas off me as well. But all design and computer implementation must be your own work. If you have questions or uncertainties, please talk with me. In case of infractions, I will follow the IU Code of Student Rights, Responsibilities and Conduct, at <http://dsa.indiana.edu/Code/index1.html>

As for reusing materials from previous courses, you may reuse stories and photographs, but not any graphic designs or any books for the book response assignments.

Grade distribution. The six assignments' deadlines and weight in your grade are:

Design theory book	Sept.. 14	5%
Computer skills book	Sept.. 28	5%
Print design	Oct. 12	30%
Illustration/type	Nov. 9	25%
Web site	Dec. 7	30%
Learning essay	Dec. 7	5%

Materials and expenses. While you can store your projects on the Nellie and Oncourse servers, I strongly recommend you also back them up on CDs and/or a flash drive.

You will submit the print design and illustration/type-design assignments as color prints and as InDesign Packages. Color printing is available in the Multi-media lab at a modest cost. You must pay with your IU Access Card. You can also print color at other IUB clusters, (e.g. Fine Arts 137) and at commercial shops like Kinkos. You will submit your web site electronically without printouts.

Flexibility. This is the first class I will teach at IU since before the days of desktop computers. I think the course outline is reasonable and it is quite similar to the way this course has been taught in the past (Thank you Claude Cookman). Nevertheless, we can make adjustments. I will decide whether and how that's done, but you will be consulted and any changes will be explicit.

Course Web site. This syllabus, regular announcements, and other supporting materials can be found on the Oncourse Web site.

About the Professor

James Kelly received a doctorate in mass communications specializing in journalism from Indiana University Bloomington in 1990. From 1990 to 2007 he was on the School of Journalism faculty at Southern Illinois University Carbondale. This year he joins the Indiana University School of Journalism as an Associate Professor. Prior to entering graduate school he worked as a staff photographer for the South Bend Tribune and for the Associated Press in West Virginia. He has completed photographic reporting assignments for a number of major newspapers and national magazines. He was a researcher for the PBS television documentary, *Studebaker: Less Than They Promised*, a Peabody Award winner in 1983. Dr. Kelly also holds a Master of Arts degree from Indiana University and a Bachelor of Science degree in journalism from West Virginia University.

His research areas include the influence of digital imaging technology on news photo credibility and media's affect on the social construction of reality.

His teaching areas include photojournalism, graphic communication and publication design, the mass media's role in society, and the societal impact of new communication technology.

Since 1990, Dr. Kelly has participated in a series of projects in South Asia and East Africa aimed at strengthening the practice of journalism and the ties between mass media newsrooms and journalism departments at universities. He has traveled to South Asia (Bangladesh, India, Nepal, Pakistan, and Sri Lanka) twelve times and to Africa (Morocco, Tanzania, Uganda, Kenya, and Ethiopia) five times. In 1998 he spent his sabbatical at the Open University of Sri Lanka where he wrote a textbook to help journalists use the Internet. This summer he worked with photojournalists at workshops in Uganda, Kenya, and Ethiopia. He is a native of Hinton, West Virginia, is married to Carol A. Kelly, and has two daughters: Anna, a sophomore at Northwestern University and Megan, a junior high student here in Bloomington. He is an avid road bicyclist.

"I never teach my pupils; I only attempt to provide the conditions in which they can learn."

Albert Einstein

Course Schedule

Mon., Aug. 27	Introductions and an overview of the course
PRINT UNIT	The first unit of seven sessions prepares you for the print design assignment. Computer skills include formatting type, managing story threads, importing and controlling graphics, and managing color. Design theory includes typography, color, and principles of design.
Wed., Aug. 29	InDesign: Orientation and Working with Type
Mon., Sept.. 3	InDesign: Working with Type
Wed., Sept.. 5	Typographic theory InDesign: Working with Type
Mon., Sept.. 10	InDesign: Page Design
Wed., Sept.. 12	Principles of Design InDesign: Page Design
DEADLINE	Book response ONE due 5:00 P.M., Friday, Sept.. 14
Mon., Sept.. 17	InDesign: Page Design
Wed., Sept.. 19	Understanding Color
ILLUSTRATION /TYPE DESIGN UNIT	The second unit of nine sessions gives you basic drawing and type design skills using Adobe Illustrator and basic skills in editing and managing electronic photographs using Photoshop.
Mon., Sept.. 24	Illustrator: Orientation and Drawing
Wed., Sept.. 26	Illustrator: Drawing
DEADLINE	Book response TWO due 5:00 P.M., Friday, Sept.. 28
Mon., Oct. 1	Illustrator: Drawing
Wed., Oct. 3	Illustrator: Type design
Mon., Oct. 8	Illustrator: Type design
Wed., Oct. 10	Illustrator: Type design
DEADLINE	Print design due 5:00 P.M., Friday, Oct. 12
Mon., Oct. 15	Photoshop: Orientation and backgrounds
Wed., Oct. 17	Photoshop: Tonal Balance and Spotting
Mon., Oct. 22	Photoshop: Color Balance and Placing Type on an Image
WEB UNIT	The third unit will prepare you for the final assignment, creating a Web site with a main page and five branch pages. The unit covers HTML coding, managing Web graphics and color, rollovers, animation, using Dreamweaver to manage sites and uploading to the Web.
Wed., Oct. 24	A History of the World Wide Web and HTML basics
Mon., Oct. 29	Dreamweaver: Orientation to Dreamweaver
Wed., Oct. 31	Dreamweaver: Web typography and Color (maybe black and orange?)
Mon., Nov. 5	Dreamweaver: First-generation Web page
Wed., Nov. 7	Dreamweaver: Cascading Style Sheets
DEADLINE	Illustration/type design due 5:00 P.M., Friday, Nov. 9
Mon., Nov. 12	Dreamweaver: Tables and Templates
Wed., Nov. 14	Photoshop: Web graphics
Mon., Nov. 19	Photoshop: Basic animation
Wed., Nov. 21	Thanksgiving Break—Give Thanks. No Class!
Mon., Nov. 26	Dreamweaver: Second-generation Web site
Wed., Nov. 28	Dreamweaver: Second-generation Web site Site management
Mon., Dec. 3	Dreamweaver: Web Design and Publishing Open work time for a assignment
Wed., Dec. 5	Open work time for assignment
Mon., Dec. 10	Open work time for assignment
DEADLINES	Web site and Learning essay due 5:00 P.M., Friday, Dec. 7 (infamous isn't it?)
Wed., Dec. 12	Concluding experience at 10:15–12:15 P.M. in EP210