

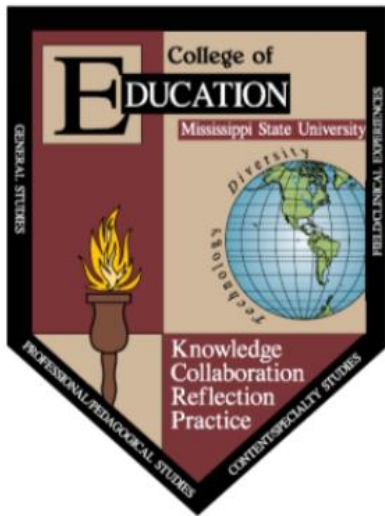
MISSISSIPPI STATE UNIVERSITY COLLEGE OF EDUCATION
DEPARTMENT of INSTRUCTIONAL SYSTEMS and WORKFORCE DEVELOPMENT
Course Syllabus

Course Prefix and Number: TECH 4743/6743
Course Title: Elements of Electronic Desktop Publishing
Credit Hours: 3 credit hours
Method of Instruction: B = Lecture/Lab

Catalogue Description

(Prerequisites: TECH 1273 or TKT 1273 or consent of instructor). Two hours laboratory and two hours lecture. Design applications utilizing electronic desktop publishing technologies.

College of Education Conceptual Framework



The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students' educational experiences. The beliefs that guide program development are as follows:

1. **KNOWLEDGE** - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.
2. **COLLABORATION** - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.
3. **REFLECTION** - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.
4. **PRACTICE** - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.

Course Objectives:

Upon the completion of the course, the student will be able to:

1. Demonstrate creativity by producing electronic/interactive documents (CFPO #9) (InTASC #4)
2. Create desktop publications using InDesign software application (CFPO #3) (InTASC #1, 4)
3. Discuss how InDesign is used professionally in industry (CFPO #1) (InTASC#10)
4. Develop skills to work in teams (CFPO #7) (InTASC #5)

Detailed Course Outline:

1. Course Overview (3 hours)
 - a. Introductions
 - b. Course Syllabus
 - c. Course Requirement
 - d. Q & A
2. Creating a new document in *InDesign* (3 hours)
 - a. Reviewing the menu
 - b. Using undo and redo
 - c. Formatting
 - d. Saving a document
3. Working on a **Business Card** (3 hours)
 - a. Reviewing general design considerations
 - b. Designing for business cards
 - c. Inserting texts and graphics
 - d. Customizing document settings
4. Working on a **Business Form** (3 hours)
 - a. Design considerations
 - b. Editing the document
 - c. Using the grid
 - d. Designing for letterhead, and/or envelopes
5. Working with a **Flyer**.....**Due: Business Card/Form (Project 1)**
(3 hours)
 - a. Setting with tabs
 - b. Scaling or skewing text
 - c. Aligning paragraphs and objects
6. Working with a **Poster** (3 hours)
 - a. Working with images
 - b. Understanding tracking and kerning
 - c. Setting text frame options
7. Creating **Brochure**.....**Due: Printed Flyer/Poster (Project 2)**
(3 hours)
 - a. Managing colors

- b. Creating shapes, lines, and layers
 - c. Applying styles
- 8. Working with Brochure (3 hours)
 - a. Applying fills, strokes, and effects
 - b. Working with text and graphics
 - c. Working with styles
 - d. Integrating text and graphics
- 9. Creating a **Newsletter**.....**Due: Brochure (Project 3)**
(3 hours)
 - a. Working with tables
 - b. Formatting a table
 - c. Creating, using, and updating a library
 - d. Using data merge
 - e. Working with XML
- 10. Working with Newsletter (3 hours)
 - a. Understanding export file formats
 - b. Exporting as a print PDF
 - c. Exporting as a Flash movie
 - d. Exporting as a Flash file
- 11. Creating an **Interactive Document**.....**Due: Newsletter (Project 4)**
(3 hours)
 - a. Customizing the way you work
 - b. Setting general, interface, and/or type preferences
 - c. Setting up an online document
 - d. Adding buttons, page transitions and hyperlinks
- 12. Working with an Interactive Document (3 hours)
 - a. Adding advanced interactivity, animation, and video
 - b. Working with button states
 - c. Using the preview panel
 - d. Converting a print document for online use
- 13. Planning the final group project.....**Due: Interactive Document (Project 5)**
(3 hours)
 - a. Collaborating with others
 - b. Tracking text changes
 - c. Setting up user identification
 - d. Checking content out and in
- 14. Working on the final project (3 hours)
 - a. Working together with Adobe programs
 - b. Working with raw images from a digital camera
- 15. Exam & Final Project.....**Due: Online Exam and Final Project**
(3 hours)

Text(s):

No textbook required for this class.

Description of Instruction:

Lecture. Instruction will be delivered through face-to-face lectures. The teaching format will include lecture, discussion, demonstration, hands-on activities and simulations, project assignments, and exams.

Honor Code:

Mississippi State University has an approved Honor Code that applies to all students. The honor code states: "As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do."

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the honor code, to accept responsibility for learning, and to follow the philosophy and rules of the honor code. Ignorance of the rules does not exclude any member of the MSU community from the requirements or consequences of the honor code.

For additional information please visit: <http://www.honorcode.msstate.edu>

Technology:

(Campus 1) Students will be required to use Canvas to access course syllabus, class preparation guidelines and handouts, and supplemental course materials, as well as to check their grades. Students may also be required to submit assignments using Canvas.

(Campus 5) Students will be required to use Canvas to access course syllabus, recorded lectures, class preparation guidelines and handouts, and supplemental course materials, as well as to check their grades. Students will also be required to submit assignments using Canvas. In addition to these, students will engage in class discussions by creating or relying to threaded discussion topics on Canvas.

Technical Support: The MSU [Help Desk](#) is a service provided at no charge to all students, staff, and faculty at Mississippi State University. The consultants are there to help you with various computer-related information or problems. Check the Information Technology Services (ITS) Web site at <http://www.its.msstate.edu> for handouts and/or resolutions to common computer problems. If you cannot find an answer to your question on the Web or you do not have access to the Internet, please call ITS at 325-0631 or 888-398-6394 (7:30 a.m. to Midnight Monday through Thursday; 7:30 a.m. to 5:00 p.m. Friday; 1:00 p.m. to Midnight Sundays). You can also e-mail ITS directly for help with technical problems at helpdesk@msstate.edu or go by their office at 108 Allen Hall with walk-in hours from 8:00 a.m. to 10:00 p.m. Monday to Thursday; 8:00 a.m. to 5:00 p.m. Friday; 1:00 p.m.-10:00 p.m. Sunday.

Diversity:

This course will comply with the Mississippi State University diversity policies. Issues in diversity (gender, race, SES, culture) will be noted as concerns with individual differences in the field and will be identified and regularly assessed when discussing topics.

Accommodations for Students with Disabilities:

Students with disabilities in need of accommodations to meet the expectations of this course are encouraged to bring this need to the attention of the instructor and should register with the Office of Student Support Services as soon as possible. The Office of Student & Disability Support Services is located in 01 Montgomery Hall, (662) 325-3335 (phone), and <http://www.sss.msstate.edu> (web address).

University Safety Statement:

Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your mystate portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case of emergency, call 911. For more information regarding safety and to view available training resources, including helpful videos, visit ready.msstate.edu.

Field Component:

There is no field component in this course.

Evaluation of Student Progress:

Student progress will be measured as follows:

Exam:

- A formal written exam will be administered to assess students' knowledge of visual design principles, including both visual and textual elements. (Objective 3)

Presentations:**

- Students will need to choose one of media (e.g., business card, flyer/poster, brochure, newsletter, interactive document) as the presentation topic to research the related information, such as advantages/limitations, and design guideline, including good and bad design practices. (Objectives 1-3)

Class Exercises:

- Students will complete in-class exercises to demonstrate their understanding and application of design principles with the selected program. (Objectives 1, 2, 4)

Research Paper (Graduate Requirement):

- Graduate students will conduct a review of literature and write a research paper on a selected topic of media (e.g., business card, flyer/poster, brochure, newsletter, interactive document). (Objectives 2-4)

Course Projects: All course projects will be completed in InDesign program and evaluated with rubrics provided by class instructor. (Objectives 1-2)

1. Business Card

- Students will need to apply various visual design principles, including both visual and textual elements, discussed in class, to design a business card.

2. Flyer/Poster

- Students will need to apply various visual design principles, including both visual and textual elements, discussed in class, to design an A4-size flyer or B4-size Poster about the topic they choose.

3. Brochure

- Students will need to apply various visual design principles, including both visual and textual elements, discussed in class, to design a brochure for the program students are in.

4. Newsletter

- Students will need to design a 4-page newsletter about the topic they choose. For this assignment, students will not need to write articles for the newsletter, but play a role as a curator to collect articles and present them in the newsletter.

5. Interactive Document

- Students will need to create an interactive document that contains a min. of 4 hyperlinks with different combinations of media, e.g., texts, graphics, audios, videos, animations, or web sites.

Final Project (Portfolio):

- Students will need to create an e-portfolio that showcases their works from the class with a min. of 7 projects. Students will need to apply various design principles, including both visual and textual elements, discussed in class. (Objectives 1-3)

Student performance will be evaluated based upon the following criteria:

	UNDERGRADUATE	GRADUATE
Attendance/Professionalism	10%	10%
Exam	10%	10%
Presentations**	5%	5%
Class Exercises	5%	5%
Research Paper	N/A	5%
Course Projects	50%	45%
1. Business Card	8%	7%
2. Flyer/Poster	9%	8%
3. Brochure	10%	9%
4. Newsletter	11%	10%
5. Interactive Document	12%	11%
Final Project (Portfolio)	20%	20%
	100%	100%

**** Topics for the group presentations may include: How to better design: 1) *Business Cards/Forms*; 2) *Flyers*; 3) *Posters*; 4) *Brochures*; 5) *Newsletters*; 6) *Interactive Documents*; 7) *E-Pub*; 8) *E-Portfolio*. Please discuss preferred topics with the instructor before presentation.**

Grading

90 - 100.00%	A	Excellent
80 - 89.99%	B	Good
70 - 79.99%	C	Satisfactory
60 - 69.99%	D	Poor
Below 59.99%	F	Fail

Attendance:

The class is responsible to read the MSU Attendance Policy AOP 12.09.

<https://www.policies.msstate.edu/policy/1209>.

In accordance with university policy (AOP 12.09), students should attend all classes. When an absence from class is essential, the student must inform the instructor via phone or Email, and provide appropriate documentation.

Attendance in the **online course** is evaluated on a weekly basis. Each student is expected to join the online environment at the scheduled time for a combination of lecture and discussion. Just as in the face-to-face environment, not being logged in for class constitutes a single absence.

Title IX Policy:

MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX/EEO Programs at 325-8124 or by e-mail to titleix@msstate.edu. Additional resources are available at <http://www.msstate.edu/web/security/title9-12.pdf> or at <http://students.msstate.edu/sexualmisconduct/>.

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- Burke, P. S. (2012). *ePublishing with InDesign CS6: Design and produce digital publications for tablets, ereaders, smartphones, and more*. United States: Sybex
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