A syllabus for this course must include as much of the following information as is applicable. It is understood that syllabi will vary considerably from department to department, program to program, and discipline to discipline, contingent upon departmental, program, and discipline policies and practices. In adopting these guidelines, there is no intention to impose a “one size fits all” syllabus or course outline format on departments, programs, and disciplines.

**Basic Information About Course and Instructor**

<table>
<thead>
<tr>
<th>Semester and Year:</th>
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</thead>
<tbody>
<tr>
<td>Course and Section Number: Art-220-</td>
</tr>
<tr>
<td>Meeting Times and Locations:</td>
</tr>
<tr>
<td>Instructor:</td>
</tr>
<tr>
<td>Office Location:</td>
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<tr>
<td>Phone:</td>
</tr>
<tr>
<td>Office Hours:</td>
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<tr>
<td>Email Address:</td>
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</tbody>
</table>

**Course Description**

This course is designed for students knowledgeable in typography wishing to expand their skills in a hands-on creative manner. Students design and set type for advertising, publishing and corporate business problems. This course familiarizes students with the basics of layout and design including various implications of two-dimensional designs in print. Layout software such as InDesign is used to develop basic skills in creating layout and design on Macintosh computers.

2 lectures, 2 labs, 3 credits

Prerequisite: ART-226

**Student Learning Objectives:** As a result of meeting the requirements in this course, students will

- acquire basic skills in layout applications
- construct and design layouts from start to finish
- develop creative concepts in design

**Means of Assessment**

The following methods will be used to assess the learning objectives of this course:

- Weekly assignment will be used to evaluate layout software skills and creativity in design
- Final project presentation
Course Content

This course provides students with basic skills for creating electronic page layout using InDesign software. Students will be introduced to industry standards used in designing for publishing.

Structure of class:
Each class will include lecture, demonstration, and discussion of projects or assignments.
Students are expected to
- Come to class prepared to work on the weeks’ assignments, which includes bringing the necessary reference material collected outside Lab hours.
- Spend a minimum of four hours per week, in or out of class work, in free lab time or on home workstation.
- Complete readings and conduct research for completing assignments.

Special Features of the Course

In addition to the layout software students will be using Adobe Photoshop, Illustrator, browser software and Microsoft Word on Macintosh computers.

Course Texts and/or Other Study Materials

Price: $31.99

Grading Policy

- Class attendance and participation 20%
- Successful completion of all assignments 60%
- Final project presentation 20%

Midterm and Final Grade: Only student present in class for Midterm and Final Critique will be graded.
Projects, assignments, are evaluated based on achievement of technical skills, creative concept development, thoughtfulness, attention to detail, effort, and originality of approach.
This course primarily uses hands-on learning; therefore class participation is an essential component of student success.

Class Participation
Your preparation and contributions to class activities, your timely arrival to each class, your attendance, your attentiveness, your behavior, and your attitude towards the course determine your class participation. It may affect your final grade in a positive or negative manner and will effect your final grade average.

Assignments
All assignments are due weekly and will be graded weekly.
All assignments are to be completed in Mac Format.
There will be no make up dates for Midterm or final Critique.

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered.
Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course.
These will be established in writing on the individual course outline.
Attendance will be kept by the instructor for administrative and counseling purposes.
Instructor Policy: Students are expected to attend all classes. In the event of an occasional absence you will be responsible for making up missed lessons and assignments. Arriving late or leaving early will count as a partial absence and will affect your grade. 4 absences will equal an F grade.
Student and Faculty Support Services [optional but recommended]

<table>
<thead>
<tr>
<th>Student and Faculty Support Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Distance Learning Office – for any problems you may have accessing your online courses</td>
</tr>
<tr>
<td>The Tutoring Center Room L-125</td>
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<tr>
<td>The Writing Center Room L-125</td>
</tr>
<tr>
<td>The Online Writing Lab (OWL) On Line at:</td>
</tr>
<tr>
<td>The Office of Specialized Services (for Students with Disabilities) Room S-131</td>
</tr>
<tr>
<td>The Sidney Silverman Library – Reference Desk Room L-226</td>
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</tbody>
</table>

The Bergen Community College Food Pantry is available to meet the urgent needs of members of our campus community. The Food Pantry provides non-perishable food items, toiletries, and additional support services in an environment that emphasizes discretion and confidentiality. Anyone needing assistance is encouraged to visit HS-100 (Office of Health Services) Monday through Thursday from 9am-4pm and on Fridays from 9am-3pm. Donations will also be accepted at HS-100. Please call 201-447-9257 for more information.

Course Outline and Calendar

<table>
<thead>
<tr>
<th>Week / Reading</th>
<th>Topic</th>
<th>Weekly Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 01 Chapter 01</td>
<td>Getting Started</td>
<td>Page layout for the “Editor’s Note” page of magazine</td>
</tr>
<tr>
<td>Week 02 Chapter 02</td>
<td>Document Set Up</td>
<td>Cover design for the Labyrinth magazine</td>
</tr>
<tr>
<td>Week 03 Chapter 03</td>
<td>Basic Text Extensis Suitcase Fusion</td>
<td>Re-design the post card for the upcoming Opera at Gotham Chamber Opera.</td>
</tr>
<tr>
<td>Week 04 Chapter 04</td>
<td>Working with Objects</td>
<td>Create a page layout for the NY magazine page. Must include complex image frame w/clipping path.</td>
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<tr>
<td>Week 05 Chapter 05</td>
<td>Working with Colors</td>
<td>Redesign the brochure as in the sample handed out in class.</td>
</tr>
<tr>
<td>Week 06 Chapter 06</td>
<td>Fills, Strokes and Effects</td>
<td>One page magazine advertisement using the inverted text method. example: Whitney Museum Biennial exhibit.</td>
</tr>
<tr>
<td>Week 07 Chapter 07</td>
<td>Points and Paths Output</td>
<td>Create a spread. Demonstrate the proper use of effects in this layout. Create a facing page document</td>
</tr>
<tr>
<td>Week 08, MIDTERM REVIEW</td>
<td>Group Critique</td>
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<tr>
<td>Week 09</td>
<td>SPRING BREAK</td>
<td></td>
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<tr>
<td>Week 10 Chapter 08</td>
<td>Imported Graphics</td>
<td>Document corrections of midterm</td>
</tr>
<tr>
<td>Week 11 Chapter 09</td>
<td>Text Effects</td>
<td>Create design and layout for a poster.</td>
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<tr>
<td>Week 12 Chapter 10</td>
<td>Pages and Books</td>
<td>Create design and layout for a book cover</td>
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<tr>
<td>Week / Reading</td>
<td>Topic</td>
<td>Weekly Assignment</td>
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<tr>
<td>Week 13</td>
<td>Tabs and tables</td>
<td>Final project proposal</td>
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<tr>
<td>Chapter 13</td>
<td></td>
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<tr>
<td>Week 14</td>
<td>Automating your work</td>
<td>Completed electronic file for Final project</td>
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<tr>
<td>Chapter 14</td>
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<tr>
<td>Week 15</td>
<td>Output Final Preparation</td>
<td>In class printing</td>
</tr>
<tr>
<td>Week 16,</td>
<td>FINAL REVIEW</td>
<td>Individual meeting and critique</td>
</tr>
</tbody>
</table>

**Note to Students:** This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.