IST 240-001 Desktop Publishing Applications

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Office Hours: ASA Room 117 …… Schedule

Office Hours: In Office ASA Room 117 M&W 12:00pm-3:30pm

COURSE DESCRIPTION:

The course is designed to introduce students to basic and advanced desktop publishing concepts and applications. The student will develop an understanding of terms related to page assembly, topography, and other desktop publishing elements. The student will be able to describe basic desktop publishing design principles and apply them to the creation and production of documents including newsletters, flyers, and brochures. Lectures and lab. Prerequisite: ISAT 229 or equivalent.

COURSE OBJECTIVE:

Upon successful completion of the course, the student should be able to:

1. Explain the publication planning process and basic principles of design.
2. Apply the basics of page assembly including page setup and placement of text and graphics.
3. Apply the basic principles of design to the production of documents.
4. Explain the factors involved in regard to typography including types of fonts and character specifications.
5. Describe the different types of graphic files and the factors involved in modifying them and wrapping text around them.
6. Create templates and style sheets.
7. Produce various documents containing text and graphics including newsletters, flyers, and brochures.

TEXTBOOK/MATERIALS: - Not Required

1. USB Portable Storage Drive / Jump Drive
2. An active e-mail account (by second day of class)
GRADING POLICY:

Final course grades will be based overall number of points earned for assigned coursework, which will include, but will not be limited to the following: Exams and assignments for each chapter/supplemental material. Points way vary.

It is important to note that this instructor strongly believes that excellence in performance should be pursued and recognized. Students that routinely perform beyond the scope of the assignment will have bonus point opportunities. Many assignments will have this potential. Creative, enthusiastic work will be noticed and rewarded.

Submission of Assignments:

- There will be assignments/projects that will be announced and discussed in class. Keep in mind, all late assignments will result in a score of zero.
- Paper - Assignments must be submitted immediately BEFORE lecture begins on the day the assignment is due. Electronic - Assignments must be submitted prior to time announced as Due on the day the assignment is due.
- No assignments will be accepted late. Please don’t ask.
- Plan to spend approximately three/four hours each week working on routine assignments.

Organize your work:

- Always indicate your name, and assignment description (#) in the upper-right corner.
- If an assignment has multiple sheets, then please staple them together.
- Do not staple different assignments together.
- Disorganized assignments (pages out of order, mislabeled, unreadable, etc.) will receive a grade of zero (0).
- If there are multiple sheets to be handed in, then sequence them according to the order you were told to print them in the exercise.

Because students are responsible for in class discussions and all information including new assignments, schedule changes and announcements made during class, attendance, and participation are extremely important.

The final grade will be computed using the following criteria.

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90%-100%</td>
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<tr>
<td>B</td>
<td>80%-89%</td>
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<tr>
<td>C</td>
<td>70%-79%</td>
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<tr>
<td>D</td>
<td>60%-69%</td>
</tr>
<tr>
<td>F</td>
<td>0%-59%</td>
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</tbody>
</table>

*** It shall be the student's responsibility to see that the requirements of this course are fulfilled. ***
COURSE PROCEDURES:

·Exams & Topics

There will be three exams worth 100 points, with one approximately every five weeks. Specific dates will be announced at least one week in advance, and will be held during one of the original class times. There will be NO make-up exams. (The last exam/final is not comprehensive, but rather over the chapters since the previous exam). An approximate total of 670 points can be earned in all. You will earn points by creating documents using various popular desktop publishing applications. Primarily the adobe Creative Suit 5.

1. Planning and Creating Publications
   A. Publication planning process
   B. Design principles and concepts
   C. Placement of graphics and text

2. Working with and Formatting Text
   A. Importing and placing text
   B. Manipulating text blocks (threading and unthreading text)
   C. Using the story editor
   D. Applying multiple formats to text and using control palette
   E. Creating and editing tables
   F. Changing spacing, tabs, indents, etc.
   G. Using bullets and other features

3. Working with Multiple Pages
   A. Planning newsletters
   B. Creating master pages
   C. Using and defining styles

4. Working with Graphics
   A. Changing line weights and styles
   B. Cropping graphics
   C. Rotating, stacking, skewing, and reflecting objects
   D. Wrapping text around a graphic
   E. Using Frames
   F. Linking graphics

5. Working with Color and Creating Brochures
   A. Applying color to text and graphics
   B. Editing colors
   C. Designing brochures

6. Creating Miscellaneous Documents

ACADEMIC DISHONESTY:

For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments. Such collaboration constitutes dishonesty. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor, not other classmates. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. Students shall be guilty of compromising academic honesty if they:

1. Represent the work of others as their own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give unauthorized assistance to other students
4. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
5. Misrepresent the content of submitted work.

Students that risk academic honesty are subject to receive a failing grade for the course. If a student is unclear about whether a particular situation may constitute a violation, the student should meet with the instructor to discuss the situation.

**ISAT Policy on Academic Dishonesty**

Approved 3/30/01

The Student Conduct Code of SIU clearly spells out the University policy on Academic Dishonesty. Courses involving the use of the computer require extra consideration, because computer work is easily copied. This departmental policy is intended to provide additional guidelines for such cases. A copy of this policy will be included in the departmental student handbook and will also be available on the ISAT website. Each faculty member will have a copy for his or her own use and for distribution to students.

**Definition of Academic Dishonesty**

We define academic dishonesty to mean turning in material created by someone else and representing it as your own work or permitting others to represent your work as their own. The following guidelines may be used to help in determining whether or not academic dishonesty has occurred:

1. The student turns in work (i.e., computer work) that is identical to or extremely similar to work turned in by another student or students, unless identical work is the expected norm.
2. When confronted, the student cannot explain the details of his or her work and the methods used to arrive at the solution.

Some Examples:

- **Academic Dishonesty has occurred:**
  - When a student turns in work created by someone else and represents it as his or her own work.
  - When a student permits someone else to turn in his or her work and represent it as his or her own work.
  - When a student copies work from another student.
  - When a student copies answers from another student on a quiz, exam, or test.
  - When a student uses notes or materials of any kind during a quiz, exam, or test (unless it is announced by the instructor as “open notes” or “open book”).
  - When a student deliberately changes parts of computer work in an attempt to disguise the origin.
  - When two or more students collaborate on a project that is supposed to be completed individually.

- **Academic Dishonesty has not occurred:**
  - When students have the instructor’s permission to collaborate on a project.
  - When students receive appropriate help from instructors, graduate assistants, or other staff members involved with the course.
  - When students help each other with syntax errors or other application-specific information that makes computer work easier.
  - When students participate in a general discussion about the assignment, such as discussing the requirements for the assignment or general strategies for completion of the assignment.

**Penalty for Academic Dishonesty**

- First offense: from a zero on the specific lab/assignment/project/exam to course grade of F.
- Second offense: from course grade of F to suspension from the department.
- Third offense: permanent suspension from the department.

Records of academic dishonesty will be maintained in the student’s file in the departmental advisor’s office, as well as in a master academic dishonesty file in the department chair’s office. When an incidence of academic dishonesty occurs, the faculty member will meet with the department chair to discuss the situation and determine the appropriate penalty.