



# Nassau Community College

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## Graphic Design and Desktop Publishing ART 133

Section B1

Fall 2007

Tuesday 5:30-8:20 Thursday 5:30 - 6:50

Instructor **Kathleen H Mahoney**

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Nassau Community College

Art Department

One Education Drive

Garden City, New York 11530-6793

### Course Description

This course will start with an introduction to the computer lab complex and Macintosh computers. Course instruction will be an introduction to Adobe InDesign, Adobe Acrobat, and Quark Xpress. Students should know the basics of Adobe Illustrator and be experienced in Adobe Photoshop. Students will be instructed in techniques of Postscript drawing, logo design and 2D design. Students will gain knowledge of page layout and design on computers. Emphasis will be on developing technique, style and accuracy with emphasis on 2D design principles. Students will design and compose a variety of graphic design projects including business cards, logos, flyers, photomontages, and advertisements.

### Course Objectives

This course will provide the student with a basic foundation for accomplishing page layout, computer graphics, digital image manipulation, illustration and design on the computer. The course will reinforce and encourage use of basic art and design principles such as balance, emphasis, variety, transition, etc. The student will gain experience with a variety of computer graphic and design projects. In addition, some basic fundamentals of computer graphics and desktop publishing will be introduced. Throughout the course, the student will practice basic computer operations (such as menu commands, keyboard short cuts and window management).

### Textbook and Materials

USB storage device

Notebook or sketch pad

There is no specific textbook required. However, students should purchase one or more of the following: a training CD a book such as Visual Quick Start Guide or from the bibliography.

### Instructional Procedures

Lectures, demonstrations, and instruction.

Critiques and group discussions.

Class direction on projects and individual development.

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### Assignments

Eight to ten projects and an extensive final project will be assigned. Projects will generally be assigned each week and will be due the following week. Late projects will either not be accepted or will result in a lowered grade. Students are encouraged to substitute any of the assigned projects with one of their own projects as long as they relate to the material presented in class and are discussed with the instructor (for approval) at the time the class project is assigned. Students will need to spend time in the lab or on their own computer (outside of class time) to complete these projects. One term paper (four to five pages, single spaced and typeset) will be due near mid semester. In addition, there will be tutorial assignments worked on in class. Finally, all students should maintain notes on class lectures, demonstrations and instruction. Class attendance is essential. Any forms of academic dishonesty such as plagiarism, cheating or lying may result in serious grade reductions.

### Term Paper

The term paper should be four to five pages of text, single-spaced and typeset. Topics may include but not be limited to: a short biography of an artist or graphic designer, a summary of any work of art, a description of an art related event, or a step by step documentation of any project or technique that you wish to research. Please feel free to use the Internet for source material but be aware that anyone can put information on the world wide web so not everything you read is reliable. Try to develop a feel for the accuracy of your resources. Please state your sources and write in your own words.

### Gallery Questionnaire and Art Forum

Attend an exhibit at the Firehouse Gallery. Pick up questionnaire at the front desk (see back of syllabus), and hand in answers, typed. Attend an Art Forum (schedule located in art office). Receive forum postcard (see back of syllabus) and have approved by professor. Questionnaire and forum each worth 5% of final grade.

### Grading

Your final grade will be determined by the sum of points awarded for your performance in the following areas:

		Percent	Grade
Term projects as assigned (usually 8 to 10)	50	90-100	A
Final project	10	85-89	B+
Midterm and Final exams	10	80-84	B
Term paper (usually four to five pages of text)	10	75-79	C+
Class participation/class tutorials	5	70-74	C
Progress	5	65-69	D+
Firehouse Gallery Questionnaire	5	60-64	D
Art Forum Attendance	5	0-59	F

All assignments will be handed in as a hard copy as well as in the artserver drop box. Assignments handed in late will result in a lowered grade or will not be accepted at all. No assignments will be accepted past the final class date. You may request to better your grade by a maximum of one letter grade or ten points on any project handed in on time except the final project. To do this, ask me after the project is graded and simply follow the revision instructions I give you. You are responsible for the material, notes and assignments for any classes you miss. No more than two absences are permitted. Each absence in excess of two will lower your final grade by one full letter grade. Absences above four will result in your being dropped from the course or failure. Habitual or excessive lateness will count each two occurrences of lateness as one absence.

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### Calendar and Assignment Descriptions

- Week 1**      **Lecture** Review of syllabus and class procedures, plagiarism, copyright  
**Assignment** Purchase storage device
- Week 2**      **Lecture** Introduction to the macintosh lab, digital imaging, composition, color theory, Macintosh computers and Software    Formatting Paragraphs  
Overview of InDesign - Interface    Scanning, Importing and Working with Images  
**Assignment** **Typography layout (NO IMAGES, Use only two colors.)**  
One page flyer layout. Emphasis are on type, layout, composition, balance.  
Example of such assignment: Students may use only HRW logo, text and color, NO IMAGES.  
Text and color only about any news/ event / or article featured in Human Rights Watch  
<http://www.hrw.org> (Tell the story with the use of Fonts)
- Week 3**      **Lecture** Open, Save, Save As    Resolution Formula, LPI, PPI, DPI and Color Bit Depth  
View Menu    Text Runaround  
**Assignment** **An Invitation –**  
Design an invitation for a wedding, anniversary, birthday party or any other celebration.
- Week 4**      **Lecture:** Move (Content Tool) & Zoom (Magnifying Glass) Image File Formats  
Rulers, Guides (Grid Structure), Invisibles    Vector Images vs. Bit Mapped Images  
**Assignment: Résumé Size: 8.5" x 11".**  
One page only. Start by typing in your vital statistics. Choose appropriate type specifications and flourish the résumé with graphic elements.    Cover Letter Size: 8.5" x 11". One page only.  
Search for real job advertisement, then write your cover letter to the specific job advertisement.  
Flourish the cover letter with graphic elements that are same or similar as in resume.
- Week 5**      **Lecture:** Menu Commands    Page Menu  
Intro to File & Edit Menu Items    Utilities Menu  
**Assignment: Poster Size: 11" x 17".**  
Design a promotional poster. Be careful to look at the poster at actual size when laying it out.  
Print out using manual tiling and paste the poster together. You may decide to print out the poster in thirds to avoid cutting an image in two; plan your document and follow your plan.  
**Term Paper Due Next Week**
- Week 6**      **Lecture:** Tool Palette & Creating Items    Color Palette, Spot Color, and CMYK Color  
Measurement Palette    Master Pages and Long Document Formats  
**Assignment: Company Identity -**  
Create a whole package for real or imagery company that will include:  
Logo design • Envelope design • Business card design • Letter head • Folder  
**Term Paper Due**
- Week 7**      **Lecture:** Review for mid-term exam  
**Assignment:** Review for mid-term exam

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## Graphic Design and Desktop Publishing ART 133

### Week 8 Mid-term Exam

#### **Assignment: Magazine Article Size: 8.5" x 11" or similar. Two to four pages.**

Using various typographic elements discussed in class, design and layout a magazine article. Thumbnails are required. You must use at least one two-page spread in the article. You may place advertisements from previous assignments within the article.

**Lecture:** Portfolio Presentation

### Week 9 Individual Conferences

#### **Assignment: Magazine Article Size: 8.5" x 11" or similar. Two to four pages.**

Using various typographic elements discussed in class, design and layout a magazine article. Thumbnails are required. You must use at least one two-page spread in the article. You may place advertisements from previous assignments within the article.

### Week 10 **Lecture** Document Palette Style Sheets Palette

Manipulating Items Trap Information Palette

#### **Assignment: Brochure -**

Develop a well-conceived flat color brochure, which can be folded taped and mailed at the 32-cent postal rate. The completed design should contain a minimum of one halftone image and three paragraphs of text. The brochure must make use of at least two folds and two pantone colors. Strive for a design, which is logical and presents the recipient with a logical progression of information from identity/image to detailed information. Consider using a unique fold, die cut and or paper stock. Keep in mind the difficulties presented by difficult folds.

### Week 11 **Lecture** Item Menu Design Basics: Elements & Principles

Selection & Grouping Techniques Printing Process

#### **Assignment Four page Newsletter -**

Create a layout for a newsletter of your choice. Examples: company newsletter, automotive, NYC artists, etc.

### Week 12 **Lecture** Creating, Editing & Manipulating Text (Formatting)

#### **Assignment Four page Newsletter -**

Create a layout for a newsletter of your choice. Examples: company newsletter, automotive, NYC artists, etc.

### Week 13 **Lecture** Style Menu Preparing InDesign Files for Output to Film

#### **Assignment Mini-Portfolio Book -**

(QuarkXpress, Photoshop, and Illustrator). Using single page signatures, create a 12-page portfolio book that presents a series of your artwork. Use style sheets and master pages to achieve consistency. The book should be printed in color and bound using a spiral binding method. The book needs a cover, images w/captions, a title page, and contact information.

### Week 14 Work Day in the macintosh lab

### Week 15 Critique: Final Project

### Week 16 Individual Conferences

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## Graphic Design and Desktop Publishing ART 133

### Bibliography

#### Photoshop CS3 Essential Skills

by Mark Galer (Author), Les Horvat (Author)  
Amazon.com

#### Design Essentials

By Luanne Seymour, Russell Brown,  
Lisa Jeans and Tanya Wendling  
Amazon.com (ISBN# 0-672-48538-9)

#### Adobe Classroom in a Book

By the staff of Adobe Systems Incorporated  
Adobe Press, Amazon.com

#### Photoshop f/x

by Cathy Abes  
Amazon.com (ISBN# 1-56604-117-0)

#### Professional Photoshop

By Dan Margulis  
Amazon.com (ISBN# 0471018732)

#### Photoshop Filter Finesse

by Bill Niffenegger  
Random House, 1994 (ISBN# 0-679-75324-0)

#### Photoshop Wow! Book Tips and Tricks

by Dayton & Davis  
PeachPit Press, 1993 (ISBN# 1-566-09-004-0)

#### Photoshop In Black And White

by Jim Rich and Sandy Bozek  
PeachPit Press, 1994 (ISBN# 1-56609-117-9)

#### Photomontage

by Dawn Ades  
Thames and Hudson Inc., 1986 (0-500-20208-7)

#### The Gray Book: Designing In Black and White On Your Computer

by Michael Gosney  
Ventana Press, 1990 (ISBN# 0-940087-50-2)

#### The Macintosh Bible, 4th edition

by Goldstein & Blair (Arthur Naiman, et al.)  
PeachPit Press, 1993 (ISBN# 1-56609-009-1)

#### Designing Creative Resumes

by Gregg Berryman  
Crisp Publications, 1990 (ISBN# 1-56052-053-1)

#### Creating Killer Web Sites

by David Siegel  
Hayden Books, 1996 (ISBN# 1-56052-053-1)

#### HTML for Fun and Profit

by Mary E. S. Morris  
SunSoft Press, 1995 (ISBN# 0-13-359290-1)

#### The Artist's Way: Spiritual Path To Higher Creativity

by Julia Cameron  
G. P. Putnam's Sons, 1992 (ISBN# 0-87477-694-5)

#### Computer Artist

by Pennwell Publishing Company  
Subscription Service: P.O. 3188, Tulsa, OK 74101. Phone:  
(918) 831-9405/FAX: (918) 831-9555. (ISSN# 1063-312X)

#### How

by F&W Publications, Inc.  
Subscription Service: P.O. 5250, Harlan, IA 51593-0750.  
Phone: (800) 333-1115. (ISSN# 0886-0483)

#### Yahoo! Internet Life

by Ziff-Davis Publishing Division  
Subscription: <http://subscribe.yil.com/deals> (Enter Code:  
5NAK9) or P.O. Box 53381, Boulder, CO 80323-3381

#### PRINT Magazine

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NASSAU COMMUNITY COLLEGE ART DEPARTMENT

# ARTFORUM

WRITE IN INK ONLY.

Name Mary Ferricci

Semester Spring 06 Year 2006

1. This card will be stamped for scheduled Art Forum Events only.
2. This card WILL NOT be stamped for viewing art exhibits at the Firehouse Art Gallery
3. No matter how many art classes you are enrolled in, you are required to attend only **ONE** Art Forum for the semester.
4. Present this stamped card to your instructor(s) to fulfill the Art Forum requirement.
5. Club trips may be substituted for a scheduled Art Forum.

For Art Forum Info, call the  
Art Department Office at 516.572.7162

OFFICIAL STAMP APPEARS BELOW WHEN REQUIREMENT IS FULFILLED

