INSTRUCTOR INFORMATION
Name: Chris Paradis MFA  Mailbox location: BTC office 3rd floor
Email: cparadis@pulaskitech.edu  Class Time: M W 10:50 AM – 12:05PM
Room: IT 104

I. Catalog Description
This class covers page layout design and pre press production practices using Adobe InDesign. Upon completion of this course, students will have a confident understanding of how to navigate and customize the workspace in Adobe InDesign, manage pages and master pages within a document, work with text frames and graphics, export and print finished documents, create interactive documents, and much more.

PREREQUISITE: None. Students must have basic computer skills and Internet knowledge.

II. Course Resources
Software: The Adobe creative Cloud, file storage device.
Blackboard: resources will be supplied as needed in Blackboard

IV. Institutional Learning Outcomes
PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:
1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website:
https://uaptc.edu/about-us/about/ua-ptc-overview

V. Department/Program Learning Outcomes
Pulaski Technical College Digital Media Production Program Level Outcomes
Demonstrate proficiency in the use of, Adobe Photoshop, and Adobe Illustrator software.

1. Demonstrate proficiency in creating motion graphics
2. Demonstrate proficiency in creating motion graphics as well as the elements and principles of design and how to apply it.
3. Acquire understanding of the difference between vector and bitmap graphics
4. Demonstrate knowledge of designing a logo, a newsletter, a poster, a folded brochure, and a multiple page publication from concept to completion as well as understand the concept of “branding” and corporate identity and how to use the basic concepts of design for advertising purposes.

5. Develop a professional resume and digital portfolio as well as cover how to conduct a job search and gain familiarity with the types of jobs available in the graphic design industry.

6. **Students will know how to operate a digital camera and upload photos to computer.**

7. **Students will learn to manipulate photographic images in Adobe Photoshop.**

VI. **Course Outcomes**

Upon completion of this course students will have a body of work that demonstrates:

1. A basic understanding of how to use software for creating and editing computer graphics.
2. An understanding of how to effectively apply in a visually persuasive way the elements of design; line, shape, type, color, imagery, and texture.
3. An understanding of how to use the principles of design; balance, proximity/unity, alignment, repetition/consistency, contrast, and white space.
4. An understanding of how to use color in a visually persuasive way that is relatable to a design’s theme or subject matter.
5. Effectively communicate and develop and idea through brainstorming and sketching.

VII. **Attendance Policy**

Agencies granting financial assistance may be notified of the violation of the attendance policy by students receiving financial aid.

Attendance is taken starting the first day of the semester, with the exception of students who enroll after classes have started. Teachers have the right to count students as absent if they arrive late to class, leave class early, or go in and out of the classroom during class time. Teachers have the right to lower a student’s grade based on excessive absences.

Any student who misses two consecutive weeks of class may be administratively withdrawn from the class.

Any student who does not attend class within the first two weeks of class will be considered a “no show” according to the campus attendance policy and will be reported as such and dropped from the class.

**For on campus classes** regular attendance is necessary for normal academic progress. Attendance and participation are based on item submissions, not logins. Students that do not submit any class work for two consecutive weeks may be dropped from the class.

The last day to drop this class for the **Spring Semester** is **Wednesday April 17th, 2019**
VIII. Classroom Policies
The PTC Catalogue rules and regulations will be enforced in this class at all times. The Code of Student Conduct, found in Student Life section of the PTC Academic Catalog, will be enforced in this class at all times.

Please consult the following website for more information:
http://www.pulaskitech.edu/admission/web_catalog/

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

IX. Grading
Letter grades will be based on the following scale:

- 90 to 100%       A
- 80 to 89%        B
- 70 to 79%        C
- 60 to 69%        D
- 0 to 59%         F

Class Breakdown By Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Navigate and customize the workspace of Adobe InDesign</td>
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<tr>
<td></td>
<td>Managing pages and master pages</td>
</tr>
<tr>
<td></td>
<td>Adding and Formatting Text</td>
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<tr>
<td>2</td>
<td>Managing graphics</td>
</tr>
<tr>
<td></td>
<td>Managing Color</td>
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<tr>
<td></td>
<td>Understanding frames and paths</td>
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<tr>
<td></td>
<td>Creating and managing graphics</td>
</tr>
<tr>
<td>3</td>
<td>Creating interactive documents</td>
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<tr>
<td>4</td>
<td>Exploring Typography (a semester long project)</td>
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<tr>
<td>5</td>
<td>Creating a Curriculum Vitae (CV) or Resume in ID</td>
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</tbody>
</table>
X. Academic Integrity
It is expected that all students who attend PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The PTC catalogue states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”

The catalogue also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course.”

The complete Academic Integrity Policy can be found in the PTC code of conduct.

XI. Accommodation Policy
Services for Students with Disabilities: PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Coordinator of Disability Services in Counseling Services (501-812-2220 or https://uaptc.edu/disability_services) prior to the semester of planned enrollment, and must provide recent documentation of medical, educational, and/or psychological records.

Students who need accommodations should inform the instructor at the beginning of the course. Accommodations will only be provided if the instructor receives a letter of approved accommodations from the Coordinator of Disability Services. Failure to provide sufficient notification may result in a delay of services.

XII. Sexual Misconduct
No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the PTC Title IX Deputy Coordinator for Students:

    Michelle Anderson, Dean of Students
    Campus Center Building Room 212
    501-812-2756 manderson@pulaskitech.edu

Additional information, including the PTC sexual assault policy, procedures, and resources may be found online at http://www.pulaskitech.edu/sexual_misconduct_awareness/.
XIII. Course Evaluations
Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

XIV. Information Literacy
PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

XV. Course Schedule

<table>
<thead>
<tr>
<th>Assignment completion dates</th>
<th>Assignment/Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBA</td>
<td>Assignment 1. Newspaper style layout</td>
<td>100</td>
</tr>
<tr>
<td>TBA</td>
<td>Assignment 2. Automated formatting</td>
<td>100</td>
</tr>
<tr>
<td>TBA</td>
<td>Assignment 3. Images and Graphics</td>
<td>100</td>
</tr>
<tr>
<td>TBA</td>
<td>Assignment 4. Interactive Documents</td>
<td>100</td>
</tr>
<tr>
<td>TBA</td>
<td>Resume or CV</td>
<td>100</td>
</tr>
<tr>
<td>TBA</td>
<td>Typography Project</td>
<td>100</td>
</tr>
</tbody>
</table>

Total 600

Final Exam Schedule: Wed May 8th from 10:30 am – 12:30 pm

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.
Read, complete, and return to instructor:

I have read the course syllabus for Chris Paradis’s DMP 1306 Digital Page Layout class at Pulaski Technical College, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

Semester
Date
Print name
Signature
Email address
(please use your PTC email address)
Telephone