Great Basin College  
Spring 2015

GRC 364: Publication Design  
3 credits

Instructor  
Kathy Schwandt  
office: High Tech Center (HTC) Room 129, 775-753-2218  
email available through the WebCampus classroom  
I do not check email or voice mail on Saturdays, Sundays, and holidays.

Textbook  
Exploring Publication Design, 1st Edition  
Poppy Evans  

Catalog Description  
Course covers topics central to the design of long format publications, including layout and  
design, typography, production technologies and standards, and instruction in industry-  
standard software applications. Prerequisite: Must have completed GRC 320.

Your Computer’s Security  
For this class you will be online with your computer. Your computer’s security is your  
responsibility. I strongly recommend that you have security software installed on your  
computer and that you keep it updated. There are many options available; you might want to  
do online research to determine what security software is best for you. A good place to start  
your research is to type “security software” into Google or another search engine.

If you are using a computer with Windows you may also want to consider installing the free  
download Microsoft Security Essentials (if it is not already installed on your computer). Visit  
this website to learn more: http://www.microsoft.com/en-us/security_essentials/default.aspx

Software  
InDesign CS6 (or CC) is required for this class. If you do not have this software it is available  
for your use in this class in the GBC Elko High Tech Center computer lab or with a virtual  
computer. Virtual computers require a reliable and fast internet connection, and can be  
accessed with either a Windows or Mac computer. More information about using a virtual  
computer is provided in the Week 1 Module.

Methods of Instruction  
  o Weekly modules in WebCampus.  
  o Assignments are scheduled and due weekly. The Course Schedule is at the end of this  
    syllabus.  
  o Reading assignments from the textbook, handouts, and online sources.  
  o Online discussions based on weekly assignments.  
  o A final project is completed at the end of the semester.
Kathy’s Office Schedule for Spring 2015

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<th>Monday</th>
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<th>Wednesday</th>
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<td>1:00 - 3:30</td>
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<tr>
<td>Online classes: COT 151, GRC 188, GRC 256, GRC 360 and GRC 364</td>
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</table>

The grey boxes are the times when I should be available to meet with students in my office, preferably by appointment.

If I am unavailable, please leave a voice mail message at 775-753-2218, or an e-mail message at kathy.schwandt@gbcnv.edu.

I will contact you ASAP.

Expected Learner Outcomes

<table>
<thead>
<tr>
<th>Upon successful completion of this class, students will be able to...</th>
<th>Measurements of learner outcomes:</th>
</tr>
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<tbody>
<tr>
<td>discuss how printing technologies influence publishing and publication design;</td>
<td>Weekly Assignments and Discussions</td>
</tr>
<tr>
<td>discuss and demonstrate how the principles and elements of design support communication goals in publications;</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
</tr>
<tr>
<td>discuss and demonstrate how color, type, and page layout impact communication goals in publications;</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
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<tr>
<td>create organized page layouts using a grid structure;</td>
<td>Weekly Assignments and Final Project</td>
</tr>
<tr>
<td>discuss and demonstrate how to effectively use imagery to support communication goals in publications;</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
</tr>
<tr>
<td>and explain and demonstrate how format of a publication affects its design and layout.</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
</tr>
</tbody>
</table>
Class Participation

You must log into the WebCampus classroom at least a couple of times per week to demonstrate “attendance” in the class. You are expected to read the weekly instructions posted by each Wednesday afternoon; to respond to discussion topics; and to submit assignments on time.

“As an instructor may drop any student who has excessive unexcused absences. An instructor has the sole right to excuse an absence, assign makeup work, or apply a punitive grading policy as established by the instructor’s syllabus for the class. Specifically, you are expected to comply with the attendance policy set by each instructor.”
(p. 52 of the 2014-2015 GBC General Catalog)

If, for some reason, you feel that you cannot complete the course, you must officially withdraw from the class by the course drop deadline (Monday, March 23, 2015) by contacting Admissions & Records at 753-2102, and completing the Course Withdraw Form.

- Officially withdrawing results in a "W" on your grade report. The "W" is not used in computing your cumulative GPA; it will appear on your transcript and be permanent.
- If you do not officially withdraw, your grade will be based on the work you have completed averaged with zeros for work you have not completed.

Course Grade

<table>
<thead>
<tr>
<th>Discussions</th>
<th>30%</th>
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<tbody>
<tr>
<td>Weekly Assignments</td>
<td>50%</td>
</tr>
<tr>
<td>Final Project</td>
<td>20%</td>
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</tbody>
</table>

Discussions

- Discussion postings are evaluated using a “Discussions Rubric,” and each graded topic is worth 100 points.
- Your first discussion post each week is usually due by 8:00 pm Sunday. You must also make at least two additional posts replying to other students’ posts by the weekly discussion topic due date and time, which is usually 1:00 pm Wednesday.

Weekly Assignments

- Each weekly assignment has its own handout giving the specifics of the assignment; each graded weekly assignment is worth 100 points.
- No late work is accepted, unless it is approved in writing by the instructor by 5:00 p.m. PST the day prior to the assignment’s due date. For example, if an assignment is due on Wednesday, written approval to submit the assignment late must be given by the instructor to the student by 5:00 p.m. PST on Tuesday.

Details about the Final Project will be provided during the 13th week of class.

If you have any questions about any of the assignments, please let me know—before they’re due!

The final course grade is calculated on a percentage scale and then recorded as the corresponding grade point value and letter grade as shown next.
**Course Grade, continued**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade Point Value</th>
<th>Letter Grade</th>
<th>Quality of Work</th>
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<tbody>
<tr>
<td>94-100</td>
<td>4.0</td>
<td>A</td>
<td>Superior</td>
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<tr>
<td>90-93</td>
<td>3.7</td>
<td>A-</td>
<td></td>
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<tr>
<td>87-89</td>
<td>3.3</td>
<td>B+</td>
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<tr>
<td>83-86</td>
<td>3.0</td>
<td>B</td>
<td>Above Average</td>
</tr>
<tr>
<td>80-82</td>
<td>2.7</td>
<td>B-</td>
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<tr>
<td>77-79</td>
<td>2.3</td>
<td>C+</td>
<td></td>
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<tr>
<td>73-76</td>
<td>2.0</td>
<td>C</td>
<td>Average</td>
</tr>
<tr>
<td>70-72</td>
<td>1.7</td>
<td>C-</td>
<td></td>
</tr>
<tr>
<td>67-69</td>
<td>1.3</td>
<td>D+</td>
<td></td>
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<tr>
<td>63-66</td>
<td>1.0</td>
<td>D</td>
<td>Below Average</td>
</tr>
<tr>
<td>60-62</td>
<td>0.7</td>
<td>D-</td>
<td></td>
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<tr>
<td>&lt;60</td>
<td>0.0</td>
<td>F</td>
<td>Failure</td>
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<table>
<thead>
<tr>
<th>Grade</th>
<th>General Definition</th>
<th>Work Demonstrated</th>
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</table>
| A     | Demonstrates Exceptional Competence | • An ability to transcend the obvious, apply principles innovatively, and relate theoretical concepts to everyday life. Resulting insights are often personal and illuminating.  
• A capacity to develop ideas flexibly and fluently, yet with control and purpose. |
| B     | Demonstrates Competence | • An ability to absorb ideas and experience in understanding concepts and principles and to interpret them meaningfully in a context of the student's own conceptions.  
• A capacity to develop an idea with a clear sense of order. |
| C     | Suggests Competence | • Satisfactory understanding of concepts and principles.  
• Application of classroom-based learning often lacks depth and insight. |
| D     | Suggests Incompetence | • A frequent inability to express competence.  
• A limited understanding of much of the subject matter.  
• A lack of commitment or failure to follow instructions. |
| F     | Demonstrates Incompetence | • Work has failed to meet the minimum requirement for the course.  
• Student may not be adequately prepared for the courses which follow. |

**Class Work**

Students should keep their graded work until they know their final course grade at the end of the semester in case there is any discrepancy in grades.

**Grade Appeals**

If a student has concerns or complaints about grading, s/he should follow the steps of the published procedures as stated on page 54 in the 2014-2015 GBC General Catalog.
Student Conduct

Students are expected to conduct themselves in accordance with college standards. GBC’s Student Conduct Policy begins on page 27 of the 2014-2015 GBC General Catalog.

Accommodations for Students with Disabilities

Great Basin College is committed to providing equal educational opportunities to qualified students with disabilities in accordance with state and federal laws and regulations, including the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. A qualified student must furnish current verification of disability. The Director of Services for Students with Disabilities (Julie G. Byrnes) will assist qualified students with disabilities in securing the appropriate and reasonable accommodations, auxiliary aids and services. For more information or further assistance, please call 775.753.2271.

Student Computer Lab Use

The GBC computer labs are provided as a service to students. Use of a computer lab is a privilege, not a right. Computer Lab Rules are posted throughout the lab. Photoshop and InDesign are available only on certain computers in the GBC Elko High Tech Center lab; the lab aide on duty can direct you to these computers.

Lab Rules

1. Computer lab use is restricted to authorized individuals: students, faculty, and staff with appropriate logins.
2. Logins are issued to individual users and ARE NOT to be used by anyone else.
3. Drinks are permitted if they are in a covered container and are kept on the floor.
4. Children are allowed in the labs only if they are enrolled in a course offered specifically for them.
5. Internet access is to be used for class-related work only. Internet activities will be randomly monitored.
6. Computer labs are for students to use for class-related work only.
7. Copying of ANY software is prohibited without prior authorization.
8. No ringing cell phones in the labs. ☢️
# Spring 2015 GRC 364 Course Schedule
(Subject to Change 😃)

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
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</table>
| 1    | M, Jan. 19 – W, Jan. 28 | Introductions, Syllabus, Chapter One: Publication Design Within an Historical Context  
**Assignment #1** |
| 2    | W, Jan. 28 – W, Feb. 4 | Chapter Two: The Principles and Elements of Publication Design  
**Assignment #2** |
| 3    | W, Feb. 4 – W, Feb. 11 | Chapter Two: The Principles and Elements of Publication Design  
**Assignment #3** |
| 4    | W, Feb. 11 – W, Feb. 18 | Chapter Three: Using Color Effectively  
**Assignment #4** |
**Assignment #5** |
| 6    | W, Feb. 25 – W, Mar. 4 | Chapter Four: Understanding Type  
**Assignment #6** |
| 7    | W, Mar. 4 – W, Mar. 11 | Chapter Four: Understanding Type  
**Assignment #7** |
| 8    | W, Mar. 11 – W, Mar. 18 | Chapter Five: Page Layout  
**Assignment #8** |
| 9    | W, Mar. 18 – W, April 1 | Chapter Five: Page Layout  
**Assignment #9** |
|      | March 22-28 | Spring Break |
| 10   | W, Apr. 1 – W, Apr. 8 | Chapter Six: Imagery  
**Assignment #10** |
| 11   | W, Apr. 8 – W, Apr. 15 | Chapter Six: Imagery  
**Assignment #11** |
| 12   | W, Apr. 15 – W, Apr. 22 | Chapter Seven: The Publication in the Third Dimension  
**Assignment #12** |
| 13   | W, Apr. 22 – W, Apr. 29 | Chapter Eight: Design Principles at Work  
Chapter Nine: Professional Opportunities in Publication Design  
**Assignment #13**  
Course Evaluation  
**Final Project Information** |
| 14   | W, Apr. 29 – W, May 6 | Final Project work session |
| 15   | W, May 6 – W, May 13 | Final Project work session |
| 16   | W, May 13 | Finals Week: **Final Project Due** |