DMD 345

DESKTOP PUBLISHING
MON | WED | FRI
11:00 A.M. - 11:50 A.M.
McGOVERN 129

Professor Kyle Herges
McGovern Library 131
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WHAT YOU'LL LEARN:
» Page Layout Design
» Real-world industry standard tools
» The new features of the latest software
» How to apply techniques to real-world scenarios
» How to work smarter to improve efficiency

COURSE DESCRIPTION

Students will further develop their design and layout skills by creating various types of printed materials. Students will strengthen their understanding of the printing process, prepare documents for print and optimizing designs specific for both different media and medium.

TEXTBOOK & SUPPLIES

» Each student must purchase Marketing with InDesign from
» https://bigsmb.com using promo code **3452021** for discount.
» Small fees associated with printing costs will apply as needed.
» It will also be wise to purchase a thumb-drive to backup your work. Someone being on your computer or having a computer crash will not be accepted as an excuse for not completing an assignment.

ASSESSMENT & EVALUATION

I'm looking for quality & professionalism. Each assignment will be graded on the following criteria. Assignments that are late will deduct 10 points per day after due date/time. All assignments will be defined on Canvas & most will be submitted through Canvas.

» Design (Contrast, Repetition, Alignment, Proximity, Leading lines, etc.)
» Application (Proper use of software, efficiencies, etc.)
» Creativity (Originality, concept, interest, etc.)
» Presentation & Critiques (Presenting your work and providing useful feedback during

TEACHING PHILOSOPHY

I believe everyone is born with creativity. Pushing students to creatively test themselves and take risks is what prepares them to function efficiently and effectively in a competitive, ever-changing, discipline. I strive to challenge within an open atmosphere that promotes communication, teamwork, curiosity and creative criticism.

I promote thinking differently and I fully understand that everyone learns differently. My role is to educate students and act as another resource in their quest for more information. Project based classes not only get students engaged but it also prepares them for life after college. Individual projects allow for self-expression while putting communication and troubleshooting solely on one person. Team projects promote internal communication and teamwork, while offering inspiration for both process and design.

ASSIGNMENTS & PROJECTS

We will work together during class to complete a project that will assist you outside of class. This will be your opportunity to learn the software hands-on as well as to ask questions during class. Your grade for these in-class assignments will be included in your attendance for the day. Projects, quizzes and tests will be graded and viewed as an opportunity to apply your knowledge of the material presented in class. There will be 'work days' during the semester to further explore the software, ask questions and have an opportunity for more one-on-one instruction.

Each assignment will have it's own grading criteria. All assignments will be explained and turned in on Canvas. Assignments that are late will deduct 10 points per day after due date/time. All assignments will be on Canvas and most will be submitted through Canvas.

ATTENDANCE

This course depends on your contribution to discussion & your participation in classroom activities. As a result, attendance is expected on the face-to-face meeting days. Students are expected to attend class & pay attention, take exams & submit assignments on the day they are due. If you miss class it is your responsibility to find out about any upcoming assignments, notes, etc. Attendance will be taken for each class period. Unannounced in-class assignments & quizzes may be given at any time, & there is no "make-up" for these activities. At the end of the semester, especially if your grade is on the "borderline", your attendance record will help to determine your final grade. The student must clear all excused absences ahead of time with the instructor.

QUIZZES

Quizzes will be timed and online based through Canvas. The quizzes will be based on the reading assignment or class material from the previous class period.

DISCUSSIONS

Each week we will have a discussion topic on Canvas worth 10 points that you must participate in. The discussion will open on a Friday and close on the following Friday. Contribute to the main conversation with professional and thoughtful responses. No late posts unless otherwise permitted.

You will also need to comment on at least two of your classmate's responses. Again, be professional. You don't have to agree with everything everyone is saying but be constructive with your remarks and provide details. Since the discussion is open all week, don't wait until the last minute to post because these types of post often don't benefit anyone.

OUTCOMES

Program Learning Outcomes
» Mastery of Media
» Artistic Mastery
» Communication
» Personal Reflection

University Learning Outcomes
» Critical & Collaborative Thinking
» Effective Expression
» Personal Growth & Maturity

COURSE UNITS

WEEK ONE   Jan 18-22
Class Overview
Workspace, Color/Stroke/Type
Elements & Principles of Design
Assignment: Resume Re-envisioned

WEEK TWO   Jan 25-29
Document Setup, Import/Export,
Type, Characters, Paragraphs, Text Fill
Assignment: Postcard

WEEK THREE   Feb 1-5
Image Fill, Pen Tool, Opacity, Colors
Assignment: Super Bowl Poster

WEEK FOUR   Feb 8-12
I Can Do That, Business Cards
Assignment: Business Cards

WEEK FIVE   Feb 15-19
Efficiencies, Pathfinder, Layouts,
Spreads, Facing Pages
Assignment: I Can Do That Books

WEEK SIX   Feb 22-26
Brochure layout, Trifold designs
Assignment: Brochure

WEEK SEVEN   Mar 1-5
Shapes, gradients, typography
Assignment: Typography

WEEK EIGHT   Mar 8 - 12
Spring Break

WEEK NINE   Mar 15-19
Information architecture. Menu
Assignment: Syllabus ReDesign

WEEK TEN   Mar 22-26
Table Calendars
Assignment: Calendars

WEEK ELEVEN   Mar 29-Apr 2
Daily Planner
No Classes Friday Apr 2

WEEK TWELVE   Apr 5-9
No Class Monday Apr 5
Creativity, Visual Hierarchy,
Infographics
Assignment: Planner

WEEK THIRTEEN   Apr 12-16
Interactive PDFs
QR Codes
No Class Apr 14 Capstone Day
Introduction to Final

WEEK FOURTEEN   Apr 19-23
Buttons, Animations, and Audio
Work on Interactive PDFs

WEEK FIFTEEN   Apr 26-30
Final Presentations

WEEK SIXTEEN   May 5 @ 10:00
Final Project In Class

GRADING SCALE

A - EXCELLENT   **100% ~ 90%**

Superior performance on all levels of evaluation, participation in class critiques, punctual attendance and meeting deadlines of all projects.

B - VERY GOOD   **89% ~ 80%**

Significantly above the level necessary to meet the requirements.

C - AVERAGE   **79 ~ 70%**

Meet the course requirements in every respect.

D - BELOW AVERAGE   **69% ~ 60%**

Failed to meet fully the course requirements.

F - INCOMPLETE/LATE   **59% ~ 0%**

Signify that the work is either completed, but at the level of achievement that is not worthy of credit, or was incomplete.

GRADING POLICY

POINTS WILL BE EARNED THROUGH COMPLETION OF THE FOLLOWING ACTIVITIES:

Attendance	150 points
Projects & Assignments	1500 points
Discussion Boards	150 points
Final	200 points
Possible Total	2000 points

At the instructor's discretion additional points and "opportunities" may be added to the potential number of points possible. Instructor reserves the right to change the assignment schedule for the course.

DWU MISSION

As an inclusive educational community, Dakota Wesleyan University provides a transformative learning experience that cultivates enduring intellectual growth, ethically grounded leadership, intentional faith exploration and meaningful service.

DMD MISSION

The Digital Media and Design major prepares aspiring professionals in the field of design by coupling the latest design trends and technologies with the communication skills necessary to succeed professionally.

IMPORTANT NOTES

The design of this document is presented in a way that all space needs to be occupied by some sort of content. It's kind of a symmetry thing. If you don't know what symmetry is, you will soon find out within the course materials.

Recent changes to what faculty must provide within the standard syllabus has changed, leaving me with little or no content for this section of the document. Instead of modifying the entire document, I opted for some filler text that you will hopefully find somewhat entertaining. I use fill text often but enjoy writing it on the fly. Imagine how incomplete this document would look without this chunk of text. Not good.

Enjoy the extra page of content for the legal stuff. Have a great semester.

CLASSROOM BEHAVIOR

CELL PHONES: Cell phones are to be turned off or on vibrate and put away during all class times. If you're looking at your phone, you can count on being called on. If it becomes excessive, you may be asked to leave the classroom. We all have situations in our life when from time to time we need to be available to take a call. If you need to, let me know, then if your phone vibrates, you may step out and take the call. This cannot happen on a regular basis.

TOBACCO: Dakota Wesleyan University is a tobacco free campus. There is no tobacco allowed in the classroom. If you chew tobacco get rid of it before class. If you don't there will be consequences, which will be determined by the instructor.

WRITING: When you write your papers or discussions, you will be graded on content, spelling and grammar. In business it is imperative that you have good writing skills. So take note: If you misspell a word it will cost you points!!

CHEATING: You will do your own work. Yes, I am aware that people work together but you are to do your work and present your work. If I find that you have worked together and the work is practically identical but you have switched just a few words; you will both face the Department Chair, the Dean and the Provost as I will consider this CHEATING.

ADDITIONAL: No habitually arriving late to class or leaving early. Chatting during class is disruptive and disrespectful. If you meet with the teacher as problems arise, you will avert worse problems. No criticizing or mocking classmates—only constructive comments are allowed.
We will be creating great work throughout the semester and we would like to showcase that work. We will be posting student work throughout the semester to different social media outlets, presentations and marketing materials. If you do not want me to post your work and/or associate your name with the work, please send me an email so that I can honor your wishes.

ACADEMIC POLICY

Please do your own work. Buying or downloading work off the Internet, even bits and pieces, or having someone else do the work for you, even bits and pieces, is plagiarism. Similarly, getting answers on tests and quizzes from someone else, whether electronically or otherwise, is academically dishonest. Anyone caught violating academic dishonesty in this course will immediately fail the course, no matter how he/she was doing before the incident. It is always better to do your own work, even if it is not quite so proficient, than to risk failure of the course.

We use a lot of online images within this class. Downloading images for personal use without the consent of the owner is illegal and may violate copyright laws. Using images for academic use is commonly viewed as being acceptable. However, we try to utilize stock photography as often as we can. Be sure you understand the difference between royalty free photographs and a general understanding of copyright. If you have any questions throughout the semester please be sure to ask. We will cover this more in depth throughout the semester.

ADA POLICY

Any student who believes she or he may need academic accommodations or access accommodations based on the impact of a documented disability is encouraged to contact and register with Student Disability Services no later than three weeks after the first day of classes. Student Disability Services is the official office to assist and support students in the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Student Disability Services must obtain new accommodation letters each semester.

The Americans with Disabilities Act (ADA) guarantees the privacy of students with disabilities.

For more information, questions, and/or accommodation arrangement, please contact:

Phone: (605) 995-2931
Fax: (605) 995-2660

STUPID COVID

Dakota Wesleyan's first priority during the 2020-2021 academic year is the health and welfare of the university community. Therefore, if you are exhibiting possible COVID-19 symptoms or need to self-isolate because you have been exposed to someone with COVID-19, please do not attend class. Students are not being penalized for missing class for reasons related to COVID-19 (i.e. sickness, quarantine, close contact, etc.) during the 2020-2021 academic year. Research continues to document a strong correlation between class attendance and academic performance (i.e. students who do not attend class regularly tend to perform poorly academically). Students who are absent for class remain responsible for the work covered during the class sessions that they miss and are strongly encouraged to keep up with class assignments during their absence.

ACADEMIC SUCCESS & CAREER SERVICES

The Academic Success and Career Services Center is located on the second Floor of the McGovern Library. This center offers a wide range of academic support and career planning services. Services include selecting or changing a major, preparing for standardized tests, applying to graduate schools, tutoring, writing assistance, identifying strengths and talents, career preparation, and many more. The center is also a place for students to learn, collaborate, and study. For more information and/or questions, please contact:

Academic Success and Career Services Coordinator
Office: McGovern Library, Room 202
Phone: (605) 995-2904

TITLE IX

In support of its mission, Dakota Wesleyan University is committed to maintaining a healthy and safe learning, living, and working environment that promotes responsibility and respect among all members and guests of the campus community. This is an environment in which no one is unlawfully excluded from participation in, denied the benefits of, or subjected to discrimination in any university program or activity on the basis of gender, sex, sexual orientation, sexual identity, gender identity, or gender expression. Individuals wishing to discuss a Title IX issue or file a formal complaint should contact the Title IX Coordinator.

Office: Rollins Campus Center,
Phone: (605) 995-2160
Fax: (605) 995-2892