COURSE OBJECTIVES
The description of this class in the UWF Catalog says this course: “Addresses professional publication design theory and practice. Subjects include magazine, newsletter, collateral, and brochure design. Design topics include: typography, grids, graphics, paper, color, and identity. Commercial and desktop publishing are incorporated from a designer’s viewpoint. Familiarity with desktop publishing, especially Adobe Creative Suite and Macintosh platform is required.”
Prerequisite is ADV2214.
In summary, our goals are:
• To learn the fundamental principles of publication design, including the language and terminology;
• To learn and apply the concepts of good design;
• To give you a working knowledge of typography, essential in production of any printed publication;
• To teach you how to integrate words and visuals to design functional and pleasing publications;
• To put the principles into practice through exercises, assignments and examinations.
Note: We will use the Macs weekly in this class. Our labs usually will be done in InDesign CS6.

OTHER READINGS
Additional readings will be assigned from handouts, texts found in the stacks at the library, and at the reserve desk. When assignments call for you to bring in examples, try finding periodicals at the library or Barnes & Noble or other bookstores.

SUPPLIES
Pencils, eraser
USB drive
Paper for lab printer
Scissors
Glue stick
Calculator
Optional: Art ruler with pica measurements (metal or plastic – 12 inch)

Note: You may from time to time need to buy other supplies for projects or be prepared to pay for printing services for projects. Costs will be kept to a minimum.

LABS
You will have specific lab assignments, usually weekly. These are designed to help you become proficient in using the Macs and InDesign. This is a 24-hour lab, so you may come in any time there is no class meeting in here (check the door for a schedule). Please keep the lab clean, and do not bring in food or drinks! Also keep in mind safety: When working in the lab at night, use the buddy system. Walk with a friend or call UWF Safewalk at 2415.

LECTURES/CLASS DISCUSSIONS
• Because we only meet once a week, classes will cover a lot of material. Please make every effort to be at every class meeting. Be prepared to take notes; much of the lecture material does not come from your textbook. You are expected to keep up with readings, turn in assignments on time, and to actively and intelligently participate in class.
• Lastly, please silence your electronic devices during class. I also must ask that there be absolutely no texting during class. Also, you may NOT be logged on to the lab computers during lecture time.

EMAIL COMMUNICATIONS
• I send out a weekly class email (to your UWF account) every Monday, so please be sure your UWF email is activated and that you check it every Monday. You are expected to read these emails in their entirety, including related links, as they will contain important information about class.
• Please get in the habit of checking the class website (www.uwf.edu/kefird) weekly. Everything you need for the class is there. Feel free to ask me questions, but check the website first – you will most likely find the answers to your questions there.

REQUIRED TEXTBOOK
CLASS ATTENDANCE

University policy: “Students will be excused from class to observe religious holy days of their faith; Absences due to imposed legal responsibilities (i.e., jury duty, court appearance) shall be recognized as excused absences; Absences due to the participation in extracurricular activities in which students are official representatives of the University shall be recognized as excused absences; Absences due to serious illness, death or serious illness within the student’s immediate family, military obligations, or other sound reasons offered by the student may be accepted as excused absences.”

My policy:
- You are allowed two unexcused absences; each unexcused absence thereafter will take 10 points away from your overall points.
- Two late arrivals equal one unexcused absence.
- Assignments missed because of an excused absence may be made up.
- Quizzes and other in-class work missed because of an unexcused absence may not be made up.
- Late assignments will be penalized by dropping a letter grade for each day it is late and will not be accepted more than one week after the due date.

If you miss a class, you will need to email me to let me know why, and check the class website for what you missed. It is your responsibility to find out what assignments you missed. Ask a classmate to share her or his lecture notes with you. Handouts from class will be available at the next class. However, no more than 50 points total for the semester will be awarded in extra credit points.

GRADING

Your grade will be based on three major projects; a midterm exam; labs; and several exercises and assignments, both in-class and outside of class. Class attendance and participation in class discussions also will be taken into consideration. There also will be unannounced pop quizzes. Total possible points for the semester will be approximately 1,400.

Note: Extra credit opportunities will be discussed in class. However, no more than 50 points total for the semester will be awarded in extra credit points.

MIDTERM CONFERENCES

Around the middle of the semester, we will have short, one-on-one meetings so we can talk individually, go over your grades to date, and so that you can ask me any questions you may have. These last 5-10 minutes and are scheduled immediately before or after class.

PROFESSIONALISM

This is a professional-level course. All class discussions, assignments and projects should be of the highest order, from spelling to grammar to deadlines to ethics. Turn in only your best work. Further, to participate intelligently, you are expected to keep up with the class readings listed on the syllabus. Good time management will be necessary for you to keep up with your work and turn it in on time.

ACADEMIC DISHONESTY

Cheating or assisting to cheat, plagiarism, unauthorized possession of exams, copying or stealing other students’ assignments, and destruction or theft of lab equipment, such as computers or mice, are but a few offenses under academic dishonesty. A student who commits such an act will most likely receive a failing grade for the course. I encourage you to be particularly aware of plagiarism which includes, but is not limited to, the submission of assignments as one’s own when such work actually was prepared by another person or copied from another person or another source. It also is a case of academic dishonesty when you and another person are working on a creative assignment or project together and both of you produce identical results. Coming up with the same “answer” may be desirable in math and some other sciences but it does not apply to design work!

STUDENTS WITH DISABILITIES

The University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, reasonable accommodations can be arranged. Prior to receiving accommodations, you must register with the Student Disability Resource Center. Appropriate academic accommodations will be determined based on the documented needs of the student. For information regarding the registration process, email sdrc@uwf.edu, call 474-2387, or visit uwf.edu/offices/student-disability-resource-center.

WEATHER EMERGENCY INFORMATION

In the case of severe weather or other emergency, the campus might be closed and classes cancelled. Official closures and delays are announced on the UWF website and broadcast on WUWF-FM (88.1). In the event that hurricane preparation procedures are initiated, the UWF homepage will provide information regarding preparations procedures, the status of classes and the closing of the university. Information about hurricane preparedness plans is available on the UWF website and broadcast on WUWF-FM (88.1). In the event that hurricane preparation procedures are initiated, the UWF homepage will provide information regarding preparations procedures, the status of classes and the closing of the university. Information about hurricane preparedness plans is available on the UWF website and broadcast on WUWF-FM (88.1). Information about other emergency procedures is available on the UWF website:

http://uwf.edu/offices/police/safety-tips/hurricane-safety/. Information about other emergency procedures is available on the UWF website:

http://uwf.edu/offices/emergency-management/emergency-plans-procedures/emergency-operations-and-procedures/

I also recommend you sign up for Argo Alert emergency text messages.
## CLASS SCHEDULE

Following is a tentative class schedule; we will try to stick to it, but changes are inevitable. We will have one 10-minute break during each class.  
**Note:** The readings assigned for the day should be completed **before** class. All readings listed come from your textbook, “Graphic Communications Today.”

*Please check our class web site ([www.uwf.edu/kefird/](http://www.uwf.edu/kefird/)) every week for updates, assignments, what is due, etc. I will also send out a weekly class email (to your UWF account) every Monday, so please be sure to check your UWF email for that.*

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<td>Week 1</td>
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| Aug. 25    |             | Foreword, VII-VIII Preface, IX-XI pp. 382-394 | I. Introduction to Publication Design; go over syllabus II. Types of publications III. Identity/logos/branding | Assignment 1: Corporate logo critique. *Email me with your chosen logo by Friday, Aug. 28.*  
**Due:** Tues., Sept. 1 |
| Week 2     | Assignment 1: Corporate logo critique | pp. 2-22; 156-164; 395-399; 440 Chap. 10 | I. Visual literacy: stages of design and production II. Logos, cont.: Business systems: letterheads, envelopes, business cards *Project 1 assigned: Logo/identity program* III. InDesign: tutorial; in-class lab: Certificate | Project 1 thumbnail sketches.  
**Due:** Tues., Sept. 8  

*In-class Lab 1:* A simple certificate in InDesign. **Due** before you leave tonight. |
| Week 3     | Project 1 thumbnail sketches | pp. 52-54; 130-156 Chap. 2 | I. Principles of Design; design guidelines II. Grids, measurements, modular design III. InDesign: Start on Lab 2 | Lab 2: Fountain newsletter cover.  
**Due:** Sept. 15  

*Bring a newspaper and/or magazine you can cut up, scissors, glue stick and paper next time.* |
| Week 4     | Lab 2: Fountain newsletter | Chap. 3 | I. Typography  
II. In-class typography exercise; due tonight  
III. InDesign: working with type *Project 1 thumbnails returned; start work on comps* | Lab 3: Typography (Larry, Moe & Curly). **Due:** Tues., Sept. 22.  
**Project 1** comps. **Due:** Sept. 22.  

*In-class typography exercise:* Turn in before you leave tonight |
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| Week 5      | Lab 3: Type                                      | Chap. 4                   | I. Typography, cont.                                                                    | Project 1 revised comps: Logo/identity program revised comps  
Due: Tues., Sept. 29 via email to kefird@uwf.edu |
<p>|            | Project 1 comps                                  |                           | II. Typography, cont.                                                                    | Assign. 2: Good/bad type examples. Due: Oct. 6                                                               |
| Sept. 22    |                                                 |                           | II. InDesign: Work on Project 1                                                          |                                                                                                                |
| Week 6      | Revised Logo and identity comps via email        |                           | NO CLASS MEETING TONIGHT; send me revised logo AND all three identity piece comps via email; also then continue to send me drafts of everything as you work on them this week | Project 1: Logo/identity program. Be prepared to give a short presentation in class. Due: Tues., Oct. 6 |
| Sept. 29    |                                                 |                           |                                                                                         |                                                                                                                |
| NO CLASS TONIGHT |                                         |                           |                                                                                         |                                                                                                                |
| Week 7      | Project 1: Logo/identity program                 | pp. 48, 59, 137-138, 432-443 | I. Project 1 presentations                                                              | Project 2 Poster sketches. Due: Oct. 13                                                                 |
| Oct. 6      | Assign. 2: Good/bad type examples.               |                           | II. Posters, flyers, outdoor advertising, headlines                                      | Extra Credit Lab: Typography (set your name in type like examples in US Magazine). Due: Oct. 13 |
|             |                                                 |                           | Project 2 assigned: Poster                                                              |                                                                                                                |
|             |                                                 |                           | III. InDesign:                                                                          |                                                                                                                |
|             |                                                 |                           | Sign up for midterm conferences                                                         |                                                                                                                |
| Week 8      | Project 2 Poster sketches                        | Chap. 6, 7, 8              | I. Color                                                                               | Lab 4: Using color in InDesign. Due to <a href="mailto:kefird@uwf.edu">kefird@uwf.edu</a> as a PDF before you leave tonight.                      |
| Oct. 13     | Extra Credit Lab: Typography                    |                           | II. Photos, art and illustration, ethics                                               | Project 2 Poster comps. By Friday, Oct. 16, I will email you feedback on your sketches so you can turn in a comp next week. |
|             |                                                 |                           | III. InDesign: Lab 4, in-class Color lab                                               | Assignment 3: Good/bad color usage. Find one example each of a good and a poor use of color from any printed publication. Label each example and explain why you think it’s good or poor. Mount each on an 8½ x 11 inch piece of paper. You may not print these out from a computer. Due: Oct. 20 |</p>
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| Week 9 Oct. 20 | **Assignment 3:** Good/bad color examples  
**Project 2 Poster comps**  
*(Lab 4 Color Lab was due in class last week, Oct. 13)* | Review readings for midterm | I. Midterm exam; bring a No. 2 pencil and eraser  
II. InDesign: Work on Project 2: Poster comp  
*Poster sketches returned; start work on comps*  
*Midterm conferences* | **Project 2:** Poster. **Due:** Tuesday, Oct. 27. Continue to email me updated versions of the poster as you work on it this week. |
| Week 10 Oct. 27 | **Project 2:** Poster | Chap. 11 | I. Project 2: Poster presentations  
II. Newsletters  
*Project 3 assigned: Newsletter*  
III. InDesign  
*Midterm conferences* | **Project 3 newsletter thumbnails.**  
**Due:** Nov. 3. |
| Week 11 Nov. 3 | **Project 3 newsletter thumbnails** | p. 400-408 | I. Brochures  
II. Folders, collateral  
III. InDesign: Work on brochure | **Lab 5:** Brochure **DRAFT due** Nov. 10; **FINAL due:** Tuesday, Nov. 17. |
| Week 12 Nov. 10 | **Lab 5:** Brochure DRAFT | pp. 406-407, 410-411 | I. Books, CDs  
II. Continue work on brochure  
III. InDesign: In-class assignment  
*Project 3 thumbnails returned; work on comps* | **Project 3 newsletter comps.**  
**Due:** Tues., Nov. 17  
**Lab 5:** Final brochure  
**Due:** Tues., Nov. 17 |
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<td>Nov. 17</td>
<td><strong>Project 3</strong> newsletter comps</td>
<td>Chap. 14; p. 328-330</td>
<td>I. Magazine design</td>
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<td><strong>Lab 5</strong>: Brochure FINAL</td>
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<td>II. Magazine design, cont.; signatures</td>
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<td>III. InDesign: Start on Lab 6</td>
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<tr>
<td>Week 14</td>
<td><strong>Lab 6</strong>: Magazine cover</td>
<td>Chaps. 9, 15, 16</td>
<td>I. Newspaper Design</td>
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<td>Nov. 24</td>
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<td>II. Ink, paper, printing processes, preproduction</td>
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<td><em>Project 3 comps returned; work on final</em></td>
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<td>III. InDesign: Work on Project 3</td>
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<td>Week 15</td>
<td><strong>Project 3</strong>: Newsletter</td>
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<td>I. Project 3: Newsletter presentations</td>
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<td>Dec. 1</td>
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<td>Review for final exam</td>
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<td>Week 16</td>
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<td>Review readings and class</td>
<td>Final exam. Bring a No. 2 pencil and eraser.</td>
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<td>Dec. 8</td>
<td>notes for final exam</td>
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Have a great holiday break!