Wayland Baptist University

School of Education

Plainview, TX 79072

2. Wayland Baptist University Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

3.EDIT 5340 - Desktop Publishing and Digital Graphics

4. Term: Summer 2020

5. Instructor: Dr. Ray Gene Whitfill

6. Office Phone and Email Address:

Office Phone: 806-291-1047 Cell: 806-296-7013

E-Mail Addresses: whitfillg@wbu.edu

7. Office Hours, Building, and Location

Van Howeling Education Building – Rm 201

Monday 9:00am – Noon; 1:30pm – 4:00pm

Tuesday 9:00am – Noon; 1:30pm – 4:00pm

Wednesday 9:00am – Noon; 1:30pm – 4:00pm

Thursday 9:00am – Noon; 1:30pm – 4:00pm

Friday 9:00am – Noon; 1:30pm – 4:00pm

8. Class Meeting Time and Location: Online through Virtual Campus

9. Catalog Description: Advanced skill-building in use and teaching desktop publishing and digital graphics to enhance instruction, solve problems, and communicate.

10. Prerequisites: None

11. Required Text and Resources:

[*Introduction to Desktop Publishing with Digital Graphics, Student Edition*](http://www.amazon.com/Introduction-Desktop-Publishing-Digital-Graphics/dp/0078729130/ref=sr_1_1?ie=UTF8&s=books&qid=1232578581&sr=8-1)by Kevin Niemeyer ISBN-13: 978-0078729133. This book is out of print, but can still be found on the Internet.

Access to the following software:MS-Word, MS-Publisher, Photoshop or Gimp, Illustrator or Inkspace.

12. Optional Materials:

13. Course Outcome Competencies and Expected: Student Learning Outcomes

Explain the meaning of the common terms used in graphic production

List the uses for the various hardware associated with graphic production

Explain the history of graphic production techniques

Understand the fundamentals of typography

Explain the design process

Understand the significance of the elements of graphic design

Explain the process of electronic page composition and production

Understand the process of digitizing graphic data

Understand the fundamentals of graphic web page design and multimedia

14. Attendance Requirements: As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

I expect you will submit and participate with all activities on schedule. Students are expected to submit class assignments with punctuality. Students are encouraged to communicate promptly with the professor in case of an unavoidable delay in order to keep pace with the requirements of the course. You are training to increase your skills and ability as a professional. If you wouldn’t use the excuse for your boss/principal, don’t use it as an excuse for this class. If assignments are posted late, points will be taken off (up to 50% of the original value).

15. Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

16. Disability Statement: “In compliance with the *Americans with Disabilities* Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806)291-3765. Documentation of a disability must accompany any request for accommodations.”

17. Course Requirements and Grading Criteria: Each module consists of 1 to 3 projects to be completed and submitted on time. Each submission has the same weight and unless otherwise noted in the syllabus.

Projects (10 to 12) = 1100 points

Discussion Board (6) = 600 points

Attendance and Participation: 15% of the final grade

Grading Standards: Grades will be recorded under the following guidelines for successful completion of various portions of course activity.

100% - 90% = A

89% - 80% = B

79% - 70% = C

69% - 60% = D

<60% = F

17.1 Include Grade Appeal Statement: “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

LAB PROJECTS: Lab projects will be taken either from projects in the text or tutorials, depending upon their applicability. All projects are to be completed before the end of the course. Projects may be corrected and improved for a better grade.

HOMEWORK: Homework assignment due dates are all listed in the Schedule. Homework will be designed to supplement material given in class. Homework is considered to be late if it is turned in after the due date. Each assignment will be graded on a scale of 0-100. Late homework may receive a reduction in grade. Homework should be uploaded to Blackboard.

DISCUSSION: Discussion items will be posted on Blackboard. Your participation is required. Throughout the duration of the class, class discussions, will be monitored by the instructor. However, one point bears note. Courtesy for fellow students is expected. Ridicule of another's opinion will not be tolerated. In addition, there will be a participation grade for the discussion board.

18. Tentative Schedule:

**SCHEDULE:**

Week Activities Reference

1 Course Overview Syllabus

Introduction to Graphic Design and the

Development of Graphic Communication

\*Word Assignment 1 and 2 Pages 1-100

2 Fundamentals of Typography Pages 102-147

Introduction to Bit-Mapped Graphics and their display

\*Publisher Brochure

3 The Design Process and Elements of Creative Graphic Design Pages 148-195

\*Publisher Flyer – Golden Ratio

Copyright Powerpoint

4 Fundamentals of Computer Graphics Read Appendix A

and Electronic Page Composition Read 196-238

\*Gimp/Photoshop 1 Homework

5 Lab Project

\*Gimp/Photoshop 2

6 Digitizing Data Read 238-249

\*Gimp/Photoshop 3 Homework

7 Line and Halftone Illustrations Read 250-288

\*Microsoft Publisher and Gimp/Photoshop Homework

8 Designing for Production Read 292-310

\*Inkscape/Illustrator Crayon Box Homework

9 Web Page Design Fundamentals

\* Inkscape/Illustrator Old Glory Homework

10 Fundamentals of Interactive Multimedia Design Read 324-332

and Production

\*Inkscape/Illustrator 1 Homework

11 \*Technology Integration and Visualization Homework

\* Indicates a Graded Activity

**I reserve the right to change the activities and assignments.**