



FDMA 1120 Desktop Publishing I Section Name Section Credit Hours Credits

Syllabus

Course Information

Meeting times and location: Section Meeting Times Section Location

Catalog description: This course is designed to teach introductory skills for designing and creating publications and presentations with layout software. The course will focus on graphics and typographic design, fonts, and other skills for print and web publishing

Prerequisites: fdma-1260(DMAD-110), ARTS-1240(ARTS-151)

Terms offered: Spring Only

Section-specific Course Description:

Course Level Objectives

Upon successful completion of the course, the student will be able to...

- I) Create a general foundation in digital layout and design.
- II) Demonstrate knowledge of formatting techniques for type, digital images and vector based drawings for the purpose of effective visual communication.
- III) Navigate digital layout and design software and customize user interface to increase productivity.

Specific Learning Outcomes: Upon successful completion of the course, the student will be able to ...

Explain how layers work and apply the concept to other digital editing programs. (L, T, C), (I, II)

Demonstrate methods for formatting text, tables, styles and images for publication. (L, T, I, A), (II, III)

Explain how master pages and templates can be used to manage the production of long documents.

(L, T, C), (I, II)

Discuss techniques of color management and color schemes for different types of distribution. (L, T, C), (I, II)

Demonstrate how to package a document for print reproduction.

(L, T, I, A), (II, III)

Examine the techniques used to create interactive media rich documents that incorporate animation, video, sound and hyperlinks.

(L, T, I, A), (II, III)

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

Course Requirements

Students will do the following activities:

Other Classroom Policies and Expectations

Projects: Projects that contain lewd, indecent, or obscene images or language will not be accepted. All projects must have prior approval.

Grading

Grading for Class and Client Based Projects is based on the following criteria:

A- Correct information. Good Contrast. Correct spelling and grammar. Image and design identifiable and relates to the subject. Design doesn't distract from the overall message. Information is composed in a logical sequence with a font/type hierarchy in use. The promotional product contains the essential information and doesn't contain extraneous information. Work contains: focal point, consistency, limited number of fonts, unified look, and repetition.

B - Correct information. Good Contrast. Correct spelling and grammar. Image and design identifiable and relates to the subject. Design doesn't distract from the overall message. Information is composed in a logical sequence with a font/type hierarchy in use. The promotional product contains the essential

information and doesn't contain extraneous information. Work contains: focal point, consistency, limited number of fonts, unified look, and repetition. This project is above average but still could use minor changes to make it outstanding.

C- Correct information. Good Contrast. Correct spelling and grammar. Image and design identifiable and relates to the subject. Design doesn't distract from the overall message. Information is composed in a logical sequence with a font/type hierarchy in use. The promotional product contains the essential information and doesn't contain extraneous information. Work contains: focal point, consistency, limited number of fonts, unified look, and repetition. This has elements that convey the message to the intended audience but doesn't go beyond giving the essential information. There may be a small number of spelling errors and the focal point and unified look aren't easily identified. The work is created in the wrong format for the selected medium print/web.

D - Incorrect information. Poor Contrast. The images and design aren't created for a specific audience. There are numerous spelling and grammar errors in work. Design distracts from the overall message. The design contains too much information that detracts from the client's message. The work is created in the wrong format for the selected medium print/web.

F - Incorrect information. Poor Contrast. In work there are spelling and grammar errors. Audience and purpose behind the design are difficult to identify. The work is late and doesn't reach the client. The work misses the guidelines provided by the client. The work has a rushed appearance and the quality of the editing is poor. The work is created in the wrong format for the selected medium print/web.

Course Time Commitment

These are outlined in the attendance policy. Students are expected to check content and submit assignments on the given dues dates.

Late Projects: The cost for postponing a project is 10 % of the earned grade after the first week the assignment is late then 20% after two weeks. Assignments that are over two weeks late will not be accepted. Quizzes cannot be made-up. Exceptions to this policy will be made if you notify me with a valid reason for postponing a project one class period prior to the project due date or if a personal emergency arises.

Projects: Projects that contain lewd, indecent, or obscene images or language will not be accepted.

Canvas Participation and Expectations

San Juan College Academic Honesty Rules

Introduction

San Juan College believes that the basis for personal and academic development is honesty. Personal commitment, honest work, and honest achievement are necessary characteristics for an educated person. In order to help the students, staff, and faculty of San Juan College maintain academic honesty, it is necessary to establish academic honesty rules. These rules will govern the procedures and consequences associated with academic dishonesty and will serve as an educational tool, outlining what is academically dishonest conduct. It is the individual responsibility of each student, faculty member, and administrator to read and understand these rules. It should be further understood that ignorance of what constitutes academic dishonesty in no way absolves guilt from an act which lacks academic integrity. The following rules shall present definitions for several types of academic dishonesty and then proceed to describe the process by which cases of academic dishonesty are reported and adjudicated.

Types of Academic Dishonesty

A. Cheating: Using materials, information, or study aids other than those specifically authorized by the instructor during exams, quizzes, or other graded, in-class activities.

Cheating includes, but is not limited to:

- Copying or conspiring to copy another student's work
- Intentionally allowing another student to copy one's work
- Unauthorized use of a textbook, cheat sheet, notes, etc.
- Unauthorized use of devices such as calculators, cell phones, symbolic manipulators, palm pilots, electronic dictionaries, walkmans, tape recorders, radio transmitters, etc.
- Obtaining answers to specific test questions from another student before or during an exam
- Taking an examination or completing an assignment for another student or commissioning someone to take an exam or complete an assignment for oneself

B. Plagiarism: Using another person's or group's words, ideas, or data as one's own. To avoid plagiarizing, a student must give credit through footnotes, citations, or proper quotation structure when he/she uses:

- Another person's idea, opinion, or theory
- Any pieces of information that are not common knowledge such as facts, statistics, graphs or drawings
- Quotations and/or paraphrases of another person's actual spoken or written words, including lectures, classroom discussions, and handouts.
- Another person's data, solutions, or calculations without permission and/or proper citation of the source. Ignorance of plagiarism is not a legitimate defense against a charge of plagiarism. It is the responsibility of a college student to know what constitutes plagiarism. Any questions about what constitutes plagiarism should be discussed with the faculty member who gave the assignment.

C. Fabrication: Knowingly giving false data, false information, false sources, or false testimony in laboratory work, field activities, research projects, or writings submitted for academic credit.

Fabrication also involves:

- Giving false testimony or information in an attempt to excuse missing academic assignments or examinations
- Changing examination answers or assignments after they have been graded, in an attempt to illegitimately earn a higher grade.

D. Other Acts of Academic Dishonesty include, but are not limited to:

- Stealing or attempting to steal exams, answer keys, or official academic records, etc.
- Forging or altering academic records, grade change cards, attendance records, or signatures, etc.
- Unauthorized collaboration, particularly on take-home exams, without instructor permission
- Facilitating academic dishonesty by knowingly or intentionally helping another. Student commit any act of academic dishonesty
- Intentionally impairing the performance of other students (i.e. denying access to information, resources, or material made available for general class use; giving misleading information; destroying or altering materials, including computer files)
- Submitting all or part of one's work from one class for use in another without instructor permission
- Falsely signing in or out on a PC that tracks actual lab hours

Participation and Attendance Policy

In this course attendance is important; many of the projects build on lessons taught in previous class exercises. Attendance will be taken throughout the course. Each student is allowed a maximum of (3) three absences before dropping one letter grade (6) absences will result in dropping two letter grades. Exceptions may be made in case of documented emergencies. If you know that you will be unable to attend a class, please notify me prior or in the case a personal emergency arises.

Instructor Response Times & Regular Interaction Expectations

The instructor responds typically within a week or quicker to student questions sent electronically or by phone. Students should include a working phone that they can be reached during the 8 - 5 work day.

Key Dates to Remember

[Full Academic Calendar](#)

Course Schedule

DMAD 124 COURSE SCHEDULE

Week	Date	Expectations	Date Due
		Complete and submit in Canvas: Portrait of Teacher	
02		Complete and submit the following : Classroom in a Book: CIAB Chapter 2 "Getting to know InDesign" - Post Card	
		Work on Menu	
03		Complete and submit the following : Classroom in a Book: CIAB Chapter 3 "Setting up a document and working with pages" - Habitat	
		Work on Menu • Dummy and Elements Due	
04		Complete and submit the following : Classroom in a Book: CIAB Chapter 4 "Working with objects" - Evolve	
		Menu Package and pdf Due	
05		Complete and submit the following : Classroom in a Book: CIAB Chapter 5 "Flowing Text" Museum	
		Next Project Introduction	
06		President's Day – No Classes Complete and submit the following : Classroom in a Book: CIAB Chapter 6 "Editing Text" - Urban Renewal	
		Next Project – Copy Writing	
07		Complete and submit the following : Classroom in a Book: CIAB Chapter 7 "Working with Typography" - DiningRenu	

		Next Project – Dummy & Ladder Due	
08		Complete and submit the following : Classroom in a Book: CIAB Chapter 8 "Working with Color" - ArtShow	
		Next Project – Copy Due	
09		Complete and submit the following : Classroom in a Book: CIAB Chapter 9 "Working with Styles" - TeaCo	
		Next Project – Due	
		Spring Break – No Classes	
10		Complete and submit the following : Classroom in a Book: CIAB Chapter 10 "Importing and Modifying Graphics" - Orchard	
		Look Book Dummy Due	
11		Complete and submit the following : Classroom in a Book: CIAB Chapter 11 "Creating Tables" - Schedule	
		Look Book Copy and Images Due	
12		Complete and submit the following : Classroom in a Book: CIAB Chapter 12 Working with Transparency" - Bistro	
		Look Book Ladder and Layouts Due	
13		Complete and submit the following : Classroom in a Book: CIAB Chapter 13 "Printing and Exporting" - FloraFauna	
		Look Book First Draft Presentation	
14		Complete and submit the following : Classroom in a Book: CIAB Chapter 14 "Creating Adobe PDF Files with Form Fields" - Rescue	

		Look Book Work and Printing	
15		Complete and submit the following : Classroom in a Book: AliceInWonderland_EPUB	
		Presentations	
Final		Presentations	

Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and and Canvas support, visit the [Student Technology Guide](#) website.

Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal health. We are here to help you succeed.

Academic Support and Resources

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

Student Support and Resources

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and](#)

[Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

Contagious diseases and your responsibility:

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

Safety on campus and your responsibility:

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet

via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.