



SOUTHERN MAINE COMMUNITY COLLEGE
2 Fort Road, South Portland, Maine 04106

Title: Advanced Digital Design
Credit Hours: 3, Contact hours: 45
Professor: Amie Howard
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Catalog Number: CNMS 260
Tel: 207.798.2227
Course Syllabus & Outline
Office Hours: *by appointment*

Course Description: Advanced Digital Layout and Design focuses on two areas of development for students: the application of the principles and elements of design and advanced technical skills in using Adobe InDesign CS, the leading graphic design software used in the industry today. The course consists of 3 in class hours per week of refining technical skills and two hours per week applying theory through critiques, guest lectures, slide demonstrations and business and/or museum visits. Students will complete the class with a number of portfolio pieces as well as training in client management.

Prerequisite(s): CNMS-135; ENGL-115

Corequisite(s): none

Course Objectives: *Upon successful completion of this course, students will be able to:*

- Speak knowledgeably about the important role of structural foundations in layout design
- Demonstrate knowledge of the fundamental elements typically placed in a page layout
- Use different grid structures to organize page content
- Create an editorial layout for a 4-color design publication
- Compose a layout using a grid system as a foundation: manuscript, column, modular, or hierarchical.
- Post a schematic showing the underlying structure of page layout.
- Understand ratios and proportions such as the golden section, Fibonacci sequence, golden spiral, root 2 rectangles, and rule of thirds
- Utilize balance, negative space, and focal points in a composition
- Create a schematic showing geometric foundation.
- Design a logo
- Demonstrate knowledge of principles for unifying designs, including framing, page bleeds, layering, and proximity
- Determine ways to add context through text layout
- Explore alternative techniques and approaches to composition

Topical Outline of Instruction

Weeks 1-3: Advanced Grids

Week 4: Interactive

Weeks 4-7: Typography

Week 8: Midterm Exam

Week 9: Spreads

Weeks: 10-11: Multi-page publications

Week 12: Oral Presentation

Week 13: Corporate Identity

Week 14 Research paper due

Week 15: Final Exam

Text/Supplies

Adobe InDesign CS Classroom in a Book

Publication Date: July 13, 2013 | ISBN-10: 0321926978 | ISBN-13: 978-0321926975

- 1 G. USB Drive

Grading Scale (as	stated in college	handbook)	
93-100 Points: A	83-86 Points: B	73-76 Points: C	60-66 Points: D
90-92 Points: A-	80-82 Points: B-	70-72 Points: C-	0-59 Points: F
87-89 Points: B+	77-79 Points: C+	67-69 Points: D+	

Student Evaluation and Grading Students will be assigned a variety of exercises from the Textbook. These exercises will be used to develop finished documents for submission on Blackboard. All material will be due as assigned in class. A grading rubric will be handed out for each assignment and used by both student and teacher to assess the work. Any assignments or material missed in class are the responsibility of the student. Percentages are as follows:

40% In-class work (tasks)

40% Homework (including research paper and oral presentation)

10% Midterm Exam

10% Final Exam

Course Evaluation Students may evaluate the course online and anonymously at the end of the semester by going to "Resources for Current Students" at the SMCC homepage and choosing "Evaluate Your Courses."

Attendance & Missed/Late Work Policy

You are required, as stated in the college handbook, to attend all classes. A portion of your grade is determined by your attendance and active participation. Points will be deducted for unexcused absences. Excused absences must be documented with doctor's notes or other official form of notification. Three consecutive unexcused absences will result in a reporting of your "Last Date of Attendance" which will show up as an AF (automatic failure). Exams cannot be made up. Missed in class work will be made up outside of the class. Work submitted late will lose points.

Miscellaneous: Cell phones and pagers must be set to silent or vibrate during class. MP3 players, headphones and computer chatting are prohibited during class time unless otherwise instructed. Please turn this equipment off upon entering the classroom. Please do not disturb your fellow classmates during class or during open lab hours. Food and drink is strictly prohibited.

End-of-Course Evaluation

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 PM following the last day of the class. You will receive an email to your student email account when course evaluations are available.

ADA Syllabus Statement

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call 207-741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

SMCC Pay-for-Print Policy

Per Page Costs

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The cost varies depending upon page size and whether printing is done in black and white or color.

- a. There is a \$0.10 per page fee for standard 8.5" by 11" black and white documents.
- b. The reverse sides of duplex (double-sided) documents are free.
- c. There is a \$.50 per page fee for standard 8.5" by 11" color documents.
- d. There is a \$.20 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) black and white documents.
- e. There is a \$1.00 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) color documents.

Duplex charges (printing on both sides of a page) work in the following fashion: One page is \$0.10, two pages are \$0.10, three pages are \$0.20, and four pages are \$0.20, etc. The flipsides are free, but another sheet of paper is \$0.10. Please be aware that a document with any color at all (when printed to a color printer) will by default be printed in color. You are responsible for setting the print job to print black and white if you do not need color. For directions, please go to the IT Help tab in My SMCC.

How does it work?

The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, the Academic Achievement Center, Noisy Lounge and technology labs). Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up.

Refunds

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Why is SMCC charging for printing?

The pay-for-print system is an effort to control escalating printing costs. Charging for printing helps offset the increasing cost of supplies and encourages students to conserve resources. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an email to helpdesk@smccme.edu.

Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation "W" will appear on the transcript after a student has officially withdrawn. A course withdrawal is an uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

Plagiarism Statement

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct.