

ELECTRONIC PUBLISHING

Art 3323

Instructor: Dan May

dgmay@saumag.edu,

[Class Meets: T, TH 9:30 AM-12:20PM](#)

p. 870.235.4242

Check schedule for appointments

SUGGESTED BOOKS: [Exploring InDesign CS3](#) (Terry Rydberg)
[Learning Web Design \(3rd Edition\)](#) Jennifer Neiderst Robbins

CLASS SUMMARY

- Develop a variety of documents using desktop publishing software designed to challenge, inform and engage.
- Perform image manipulation and editing and placing within the InDesign Application for output.
- Acquire proficiency with Adobe InDesign and Dreamweaver to develop a personal portfolio of work.
- Make design decisions based on audience and necessity
- Design, create and publish simple web pages consistent with design principles and with current technology standards and practices covering http, css, flash and ftp.
(lots of acronyms...huh?)
- Create a catalog based on InDesign Skills
- Understand intellectual property rights and licensing in the production of all publications.
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- Develop a professional attitude toward work.

COURSE GRADING: Evaluation for this course will come from the following:

Process book: How you develop your ideas.

Projects iteration: How well you incorporate and innovate from your initial stages through completion of production to presentation. i.e.

1. Innovation/creativity-problem solving, concept, composition, color, form, line.
2. Research, technical proficiency in applications, effectiveness, and clarity of message
3. Work ethic, tightness, cleanness, timeliness, presentation, as well as critiquing skills
4. Projects will be weighted according to how long they take
(a 2 week project will not be worth as much as a 3 week etc.)

Warnings: Please refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. Originality and personal pride in your work are necessary components of any designer/artist.

Requirements:

Deadlines, deadlines, deadlines. We all hate deadlines. Unfortunately, as it exists in the workplace, so it is here. All deadlines must be met at the time posted. Any work turned in after the deadline will receive an "F". All work must be presented in a professional manner consistent with the assignments parameters. No frayed edges, no smudges, no typos, no misspellings, no widows or orphans...perfect.

Materials:

Process Book detailing your process will be evaluated along with critiques.

Tools: 11x17 Pad as your Journal.

Drawing Utensils of your choice, Smaller Sketch pad for thumbnails, Notebook and Binder for "inspirational materials". Exacto knife and blades. Black matte board for mounting work. Rubber cement, or Spray Mount, Black Markers with brush points, thick points and fine points, Calligraphy Ink pen, pencils. Blank CDs for backing up work, flash drives, thumbnail removable, etc for keeping your files. Any other materials that you may feel are necessary.

(Materials may be purchased on line at any retailer such as Daniel Smith, Utrecht, Dick Blick et al. or if you prefer at your local purveyor of Art paraphernalia)

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Class/Office Schedule

SEQ Number	Course Name	Course Number
0700081S	Art Appreciation	Art 2013
1972081S	Graphic Design II	Art 3333
0060081S	Typography	Art 3083
1097081S	Electronic Publishing	Art 3323
0061081S	Digital Image Making	Art 2123

Period	Monday	Tuesday	Wednesday	Thursday	Friday
8:00-8:50 AM	Office Hours	Office Hours	Office Hours	Office Hours	Office Hours
9:00AM-10:50 AM	Graphic Design II Rm 111	9:30 AM-12:20 PM Electronic Publishing Rm 111	Graphic Design II Rm 111	9:30 AM-12:20 PM Electronic Publishing Rm111	Graphic Design II
10:00 -11:50 AM	Appointments Only		Appointments Only		
12.40 -2:00 PM	Office Hours	Digital Image Making Rm 111	Office Hours	Digital Image Making Rm 111	
3:10-5:00 PM		Typography Rm 221		Typography Rm 221	
5:50 PM-8:30 PM				Art Appreciation Rm 101	