Course Schedule

On the next three pages of this document you'll find the day by day schedule for this class. One of the benefits of having it online is that certain items on the schedule can be indicated in color. Here's what the colors mean:

1  In-class computer techniques and discussion topics are shown in black. You will be learning something new during almost every class period.

2  **Online Lecture: Topic**
In order to maximize the amount of in-class work time available to you, some lecture material is on-line. The underlined topic is a direct link to the lecture material. These lectures should be prepared in advance of the date for which they are designated and they will be covered on quizzes.

3  **Begin Exercise or Assignment**
These designations provide you with a direct link to assignment instructions. Additional assignments may be found on the server.

4  **Exercise or Assignment is due**
Assignments which are not submitted on the date they are due will not be accepted without a university sanctioned excuse. Due dates shown on the course schedule are final unless you receive an e-mail from me changing the due date. Most exercises require at least 2 to 5 hours of working time to complete. Other assignments take longer. Plan accordingly.
### Design Principles Unit

**Monday, Jan. 7**  
Course overview & Macintosh Basics  
**Read:** [Course Information](#)  
**Online Lectures:**  
- **Design Elements**  
- **Ingredients of Design**  
Begin **Design Elements Exercise**

**Wednesday, Jan. 9**  
Borders, tints, color blocks, and patterns  
**Online Lectures:**  
- **Layout Principles**  
- **Mounting Your Assignments**  
Begin **Starbuck Exercise**

**Monday, Jan. 14**  
Creating a color palette in Pagemaker  
**Online Lectures:**  
- **Print Ad Formats**  
- **Qualities of Color**  
- **Picture Boxes**  
**Design Elements Exercise is due**  
Begin **Borders Exercise**

**Wednesday, Jan. 16**  
Final Project Explanation; Typography: Font management software, forbidden fonts  
**Online Lecture:** [Strategy Planning](#)  
**Starbuck Exercise is due**

### Typography Unit

**Monday, Jan. 21**  
**Martin Luthor King Day --No class**

**Wednesday, Jan. 23**  
Text on the computer -- The text tool and the control palette  
**Online Lectures:**  
- **Historic Background**  
- **Working with Long Copy**  
Begin **Brita exercise**  
**Borders Exercise is due**

**Monday, Jan. 28**  
Manipulating text on the computer -- Alignment, problems and solutions; Paragraphs & tabs; Spell checking  
**Online Lectures:**  
- **Using and Misusing Type**
Wednesday, Jan 30  Manipulating text on the computer -- Text wraps, columns and dependent copyblocks; Creating tints and colors for type

**Online Lectures:**

*Type Classification*

*Begin Headline Exercise*

Monday, Feb. 4  Manipulating text in Illustrator – Type palette; Creating outlines; Shadows and others effects with type.

Wednesday, Feb. 6  Manipulating text in Illustrator – Text on curves & inside shapes;

*Brita exercise is due*

Monday, Feb. 11  Workday: Typography Exercises

*Strategic Plan for Final Project is due*

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**Imagery**

Wednesday, Feb. 13  Photography: Technical Aspects

*Headline Exercise is due*

Monday, Feb. 18  Photography:

Wednesday, Feb. 20  Posterization and filters

Monday, Feb. 25  Headline Exercise workday

Wednesday, Feb. 27  Scanning and Photo retouching

*Revised Headline Exercise is due*

Monday, Mar. 4  Spring Break –No class

Wednesday, Mar. 6  Spring Break –No Class

Monday, Mar. 11  Tracing on a computer: The pen tools and beziers

*Bring images of whole objects to class to scan*

*Begin Headline Exercise*

Wednesday, Mar. 13  Photoshop effects -- Modes and 2-color effects

Monday, Mar. 18  Photoshop Effects -- Layers, removing backgrounds, vignettes

Wednesday, Mar. 20  Working with type in Photoshop

**Online Lecture:** *Picture Type*

*Revised Strategic Plan for Final Project is due*
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Monday, Mar. 25</td>
<td>Photoshop effects – Blended images</td>
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<tr>
<td>Wednesday, Mar. 27</td>
<td>Special post-printing graphic effects – Die cuts, embossment, stamping</td>
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<td>Monday, Apr. 1</td>
<td>Folds and assembly techniques</td>
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<td><strong>Final Project concepts and thumbnails are due</strong></td>
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<td>Wednesday, Apr. 3</td>
<td>Copywriting</td>
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<td><strong>Shape Exercise is due</strong></td>
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<td>Monday, Apr. 8</td>
<td>Work period</td>
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<td>Wednesday, Apr. 10</td>
<td>Work period</td>
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<td>Monday, Apr. 15</td>
<td>Work period</td>
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<td>Wednesday, Apr. 17</td>
<td>Work Period</td>
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<td>Monday, Apr. 22</td>
<td>Work Period</td>
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<tr>
<td>Wednesday, Apr. 24</td>
<td>Work Period</td>
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<td><strong>Final Project is Due</strong></td>
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<tr>
<td>Monday, Apr. 29</td>
<td>Project pickup begins</td>
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