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**

**Tuesday, Jan. 8**
Course overview & Macintosh Basics

- **Read:** Course Information

**Online Lectures:**
- Design Elements
- Ingredients of Design

Begin Design Basics Exercise

**Thursday, Jan. 10**
Borders, tints, color blocks, and patterns

**Online Lectures:**
- Layout Principles
- Mounting Your Assignments

Begin Starbuck Exercise

**Tuesday, Jan. 15**
Creating a color palette in Pagemaker

**Online Lectures:**
- Print Ad Formats
- Qualities of Color
- Picture Boxes

Design Basics Exercise is due

Begin Borders Exercise

**Thursday, Jan. 17**
Final Project Explanation

**Online Lecture:** Strategy Planning

Starbuck Exercise is due

**Typography Unit**

**Tuesday, Jan. 22**
Typography: Font management software, forbidden fonts

**Online Lectures:**
- Historic Background

Borders Exercise is due

**Thursday, Jan. 24**
Manipulating text on the computer -- The text tool and the control palette

**Online Lecture:**
- Working with Long Copy

Begin Brita Exercise

**Tuesday, Jan. 29**
Manipulating text on the computer -- Alignment, problems and solutions; Paragraphs & tabs; Spell checking

**Online Lecture:** Using and Misusing Type
Thursday, Jan 31  Manipulating text on the computer -- Text wraps, columns and dependent copyblocks; Creating tints and colors for type

**Online Lecture: Type Classification**

**Begin Headline Exercise**

Tuesday, Feb. 5  Manipulating text in Illustrator -- Type palette; Creating outlines; Shadows and others effects with type.

Thursday, Feb. 7  Manipulating text in Illustrator -- Text on curves & inside shapes;

**Begin CD Package & Insert**

**Long Copy exercise is due**

Tuesday, Feb. 12  Workday: Typography Exercises

**Strategic Plan for Final Project is due**

---

**Imagery**

Thursday, Feb. 14  Photography: Technical Aspects

**Headline Exercise is due**

Tuesday, Feb. 19  Photography:

**Online Lectures:**

- **Outdoor Lighting**
- **Indoor Lighting**

Thursday, Feb. 21  Posterization and filters

**Online Lecture: Illustration**

**Revised Strategic plan for Final Project is due**

Tuesday, Feb. 26  Scanning and Photo retouching

**Bring images of whole objects to class to scan**

Thursday, Feb. 28  Tracing on a computer: The pen tools, beziers and autotrace

**Begin Shape Exercise**

**CD Package & Insert are due**

Tuesday, Mar. 5  **Spring Break – No class**

Thursday, Mar. 7  **Spring Break – No Class**

Tuesday, Mar. 12  Photoshop effects – Modes and 2-color effects
### Photoshop Effects -- Layers, removing backgrounds, vignettes

**Thursday, Mar. 14**

Photoshop Effects -- Layers, removing backgrounds, vignettes

**Tuesday, Mar. 19**

Working with type in Photoshop

*Online Lecture: Picture Type*

*Begin Montage exercise*

**Thursday, Mar. 21**

Photoshop effects -- Blended images

---

### Graphic Effects

**Tuesday, Mar. 26**

Special post-printing graphic effects -- Die cuts, embossment, stamping

*Shape Exercise is due*

**Thursday, Mar. 28**

Folds and assembly techniques

*Final Project concepts and thumbnails are due*

---

### Final Project

**Tuesday, Apr. 2**

Copywriting

*Montage exercise is due*

**Thursday, Apr. 4**

Work period

**Tuesday, Apr. 9**

Work period

**Thursday, Apr. 11**

Work period

**Tuesday, Apr. 16**

Work Period

**Thursday, Apr. 18**

Work Period

**Tuesday, Apr. 23**

Work Period

**Thursday, Apr. 25**

*Final Project is Due*

---

### Exam Week

**Tuesday, Apr. 30**

Project pickup begins