

# Desktop publishing class-by-class schedule

## class one • march 22, 2004

**what's due?**  
nothing due today ;-)

**lecture/discussion**  
introduction to MCOM 3851 •  
class rules • your definitions of  
good design

**lab work**  
fix a flyer

**assignment**  
read chapters 1 & 14 in text

## class two • march 24, 2004

**what's due?**  
nothing due today ;-)

**lecture/discussion**  
go over flyers • the basics of  
good design

**lab work**  
scanning, importing, collecting

**assignment**  
prepare example of good type  
use • read chapters 6 & 7 and  
pages 264-267 in text

## class three • march 29, 2004

**what's due?**  
type samples

**lecture/discussion**  
typography • go over samples  
• distribute assignment #1 (text  
only)

**lab work**  
personal business card

**assignment**  
read chapter 4 in text • study for  
quiz on QuarkXPress toolbox.

## class four • march 31, 2004

**what's due?**  
quiz on Quark toolbox

**lecture/discussion**  
building blocks of graphic design

**lab work**  
work on first assignment (due  
next class)

**assignment**  
read chapters 2 & 5 and pages  
240-245 in text • complete  
assignment #1

## class five • april 5, 2004

**what's due?**  
assignment #1

**lecture/discussion**  
illustration • distribute assignment  
#2 (page layout)

**lab work**  
experimenting with clip art

**assignment**  
read chapter 3 in text • read  
handout on photo editing •  
prepare photo example

## class six • april 7, 2004

**what's due?**  
examples of good photography

**lecture/discussion**  
photos and photo editing •  
discuss examples

**lab work**  
editing photos and page design

**assignment**  
read handout on newspaper and  
magazine design • prepare for  
quiz on publication design terms

## class seven • april 12, 2004

**what's due?**  
quiz on publication design terms

**lecture/discussion**  
newspaper design

**lab work**  
editing photos and page design  
(continued)

**assignment**  
prepare an example of effective  
news design

## class eight • april 14, 2004

**what's due?**  
example of effective news design

**lecture/discussion**  
magazine design • news  
examples

**lab work**  
editing photos and page design  
(continued)

**assignment**  
complete assignment #2 • read  
chapters 9 & 10 in text.

## class nine • april 19, 2004

**what's due?**  
assignment #2

**lecture/discussion**  
Photoshop basics • distribute  
assignment #3 (print ad)

**lab work**  
funky photo work

**assignment**  
read pages 258-263 in text •  
complete final project proposal

**class ten • april 21, 2004**

**what's due?**  
final project proposal

**lecture/discussion**  
advertising design

**lab work**  
cutouts and other special effects

**assignment**  
prepare an example of effective advertising design

**class eleven • april 26, 2004**

**what's due?**  
example of an effective ad

**lecture/discussion**  
discuss examples of effective ads • go over final project requirements

**lab work**  
work on your ad (assignment #3)

**assignment** read color handout • prepare example of effective color use

**class eleven • april 28, 2004**

**what's due?**  
example of effective color use

**lecture/discussion**  
using color effectively

**lab work**  
work on your ad (assignment #3)

**assignment**  
read chapter 12 & 13 and pages 268-273 in text • complete assignment #3

**class thirteen • may 3, 2004**

**what's due?**  
assignment #3

**lecture/discussion**  
brochure design • distribute assignment #4 (brochure)

**lab work**  
fix a brochure

**assignment**  
read pages 246-251 in text

**class fourteen • may 5, 2004**

**what's due?**  
nothing due today ;-)

**lecture/discussion**  
go over brochures

**lab work**  
fix a brochure (continued)

**assignment**  
read pages 234-239 in text

**class fifteen • may 10, 2004**

**what's due?**  
nothing due today ;-)

**lecture/discussion**  
go over brochures • assignment #4 (brochure)

**lab work**  
fix and explain a brochure

**assignment**  
read chapter 8 in text

**class sixteen • may 12, 2004**

**what's due?**  
nothing due today ;-)

**lecture/discussion**  
business communication

**lab work**  
brochure (assignment #4)

**assignment**  
read chapter 11 & 12 and pages 252-257 in text

**class seventeen • may 17, 2004**

**what's due?**  
assignment #4

**lecture/discussion**  
Web sites

**lab work**  
final projects

**assignment**  
read handout about prepress basics • bring in example of appropriate paper choice

**class eighteen • may 19, 2004**

**what's due?**  
example of appropriate paper choice

**lecture/discussion**  
understanding prepress basics • discuss paper choice examples

**lab work**  
final projects

**assignment**  
work on final project

**class nineteen • may 24, 2004**

**what's due?**  
nothing due today ;-)

**lecture/discussion**  
preparing a design portfolio • questions

**lab work**  
final projects

**assignment**  
work on final project

**class twenty • may 26, 2004**

**what's due?**  
final project concept presentation

**lecture/discussion**  
quarter wrap-up • presentations

**final exam period**  
**june 1, 2004**  
**10-11:45 a.m.**

**what's due?**  
final project