

## COURSE INFORMATION

*Santa Rosa & Petaluma classroom*



**CS 72.11A**  
Adobe InDesign 1

**Cyndi Reese Fall 2009**



**CERTIFIED EXPERT**  
InDesign®

The first step in desktop publishing, integrating text and graphics on finished pages for print and PDF.



# classroom

## Adobe InDesign 1

This is a bi-platform full-semester course in Adobe InDesign CS4 to introduce desktop publishing skills. In this beginning class, basic skill techniques will be covered: page layout, InDesign tools, importing text and graphics, formatting text, and the PDF workflow. This is not a design course — it is a class that teaches the “nuts and bolts” of using InDesign. Projects include business cards, advertisements, fliers, brochures, magazine articles and newsletters.

### Prerequisite

This class is not for a computer novice, and previous experience with at least one application is required on either Mac or PC. You should be able to create, save and print documents, use the clipboard, and type, format and edit text.

### InDesign classes at SRJC

A series of three InDesign classes are offered in the InDesign program. This class is followed by CS 72.11B Adobe InDesign 2. The third class CS 72.11C Adobe Workflow Projects completes the study for the InDesign ACE (Adobe Certified Expert) industry exam and integrates InDesign with other CS4 programs. Students taking all three InDesign classes are eligible for a SRJC certificate.

### Text

The book *Stepping Out With InDesign* by Cyndi Reese is required. Sold only at the SRJC bookstore, it is to be brought to each lecture. SOWI includes a comprehensive outline that compliments each lecture plus exercises that are part of weekly lab assignments. The recommended book is *Adobe InDesign CS4 How-Tos: 100 Essential Techniques* — this is optional and techniques are listed weekly at the class website which compliment the lecture.

### Section info

I teach two “live” classroom sections of InDesign 1 on Thursday 5-7pm in Santa Rosa and Friday 10-12pm in Petaluma. I also teach one online section, and recorded webcasts for this class are available for all students. If you miss a class, you can watch the recorded webcast instead. There will be a 10 minute break after each hour of lecture. In addition to lecture, you will spend approximately 3.5 weekly hours working on homework. I offer a special optional online office hour each week Thursday from 12-1pm for InDesign 1 students only.

### Class info

Students are to follow the [SRJC Student Conduct Standards](#) and the [CS cell phone and printing policies](#). Cell phones are not allowed in the classroom or in the computer lab. You are responsible for all lecture, reading and labs assigned at the class website.

Please be on time for class lecture and sign the attendance sheet. I have the right to drop students absent after more than 3 class lectures. Returned work will be located at the front of the classroom.



The required book *Stepping Out With InDesign* can be purchased at the SRJC bookstore and coordinates each lecture with a corresponding outline and exercise. SRJC's CATE student management website at <http://online.santarosa.edu> and Cyndi's class website with course materials at <http://www.santarosa.edu/~creese> are essential to student success. The CATE website is used for course management, submitting homework files, quizzes and posting messages.

### Class websites

There are two different websites used in this class:

1. <http://www.santarosa.edu/~creese> — my standard SRJC class website used in all of my classes. This PDF-based site contains weekly lab assignments and downloadable text/graphics, course information, student samples and links to other course materials using the Classes link at the top of the page.
2. <http://online.santarosa.edu> — SRJC's CATE website for student management. This site contains the utility part of the class, including the gradebook, message center, inbox for submitting occasional homework files electronically (although most of your work will be submitted in print), and a place to take quizzes and tests. For your convenience, the class website has a TURN IN section with CATE links to send you directly to the correct area of this student management system.

**Each week, visit both websites.** PDF files should be read using Adobe Acrobat or the free Reader (version 9). On Monday I send weekly informational e-mails to the class and post lab assignments. Quizzes and tests are due by midnight Thursday. Labs are due when you arrive in class.

### Communications

E-mail through CATE is the best way to reach me, which maintains a threaded record of all email correspondence. I will answer public posts to the CATE Message Center and private e-mails within 24 hours Monday through Friday. Sending me a direct e-mail is another way to contact me, but it must include the appropriate subject line: **InDesign 1 #0470/4289 your name.**

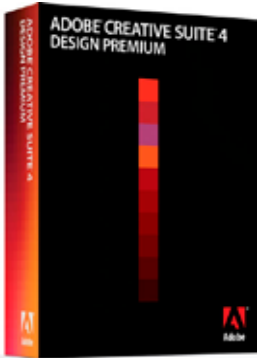
When you post to the Message Center, it can be a private message that only goes to me or a public message for everyone in the class. An example of a **public** message would be if you had a question about a lab assignment or InDesign technique — you could post a question to see if fellow classmates (or the instructor) would be kind enough to reply. An example of a **private** post would be if you found I'd made a mistake grading your lab or a personal question that you don't want to broadcast. All public posts must be respectful in content. My replies to private posts can only be viewed at CATE. Public posts get forwarded to **everyone's** email in the class.

If you have any desktop publishing, font, or InDesign news to share with the class, post it! All CATE postings must be directly related to the class and InDesign.



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The SRJC bookstore offers a special student purchase of the entire Creative Suite 4 Premium (Photoshop Extended, Illustrator, InDesign, Acrobat 9 Professional, Flash and Dreamweaver) for under \$350. This special college buy is for any SRJC student and normally retails for \$1800. I recommend buying the entire CS4 Suite — a desktop publisher eventually needs basic skills in Photoshop and Illustrator and Acrobat.

### Instructor contact info

I am a Computer Studies (CS) regular faculty member and an Adobe Certified Expert (ACE) in both InDesign and Illustrator CS4. My office phone is 527-4293. Outside of class, my student contact hours are:

- Santa Rosa: Thursday 3-4pm Rm 2942
- Petaluma: Friday 8-9am Rm 668
- Online/virtual classroom: Thursday 12-1pm

The Contact Info link at the class website will always list my current schedule if there are any changes.

The CS department provides a lab of Macintosh and Dell computers for your assigned InDesign work, complete with a color PostScript laserprinter. During my scheduled lab time before/after class lecture, I offer my personal attention to ensure your success — feel free to ask me questions! An orientation of the lab facilities will be offered after the first class meeting. Instructions for downloading class files and using the lab are on the class website under the For Students link.



### Using the CS lab

If using the lab, you'll want to use a USB Flash drive to store your InDesign documents and imported graphics. The color laserprinter and Epson inkjet printer (prints to edge) are to be used for class work only. You paid a \$3 class fee which entitles you to a punch card for 12 color prints in the lab. All labs need to be printed in color unless otherwise specified and additional punch cards can be purchased as needed in the lab (Santa Rosa) or A&R office (Petaluma). **You may not print class materials from the class website in the CS lab.** Several lab assignments require special paper — students working at home may use their punch card to “purchase” blank pieces of business card stock or double-sided paper.

When printing in the lab, here's how to avoid installing fonts, bringing your graphics with you, and printing special effects properly. Create a PDF from your finished InDesign document using the **File..Adobe PDF Presets** menu with the **High Quality Print** option. The PDF copy embeds your font information and graphics. Then, open the PDF file (not your InDesign document) using Adobe Acrobat (not InDesign) at the color printing station. Be careful of the Page Scaling print option which will shrink the output slightly to the printable area of the page — this can be set to None if appropriate.



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The class website at [www.santarosa.edu/~creese](http://www.santarosa.edu/~creese) is essential to student success. Each week, a new lab is posted that coordinates with an exercise in Stepping Out With InDesign. If there are graphic or text files that need to be downloaded to complete the lab, they will be located here. Right-click (PC) or control-click (Mac) to download files.

## Homework and tests

Include your lab work in a folder with pockets. Current ungraded work goes on the right. **Take graded work out of the folder.** Turn in your lab at the instructor table before you leave class. Labs are graded on a 25 point system within these guidelines:

- 25 ... Absolutely perfect! Exceptional layout.
- 20 ... All lab objectives are complete.  
Minor details need attention.
- 15 ... Major elements are missing or need work.
- 10 ... Partial effort received.
- 5 ... Poor quality. Unacceptable.

Each lab is due in 1 week. A lab turned in late can only get a maximum grade of 15 points, no matter what the excuse. As a courtesy, you can turn in **one late lab or take one quiz late without penalty** to allow for any problem that may arise in your life.

Looking at everyone's work is inspirational. The "table of honor" in the classroom will display the best student labs from the previous week. It's common to have students in the class with artistic design skills — just looking at their work will make everyone a better designer. While this is not a course in design, you will be encouraged to create InDesign documents using the "nuts and bolts" of the program with an appealing and pleasant look. Pay close attention to details and the way that your elements line up. Feel free to have a "font attack." Experiment with colors.

## Tests

There will be 6 online quizzes which will be taken in an open-book format. The quiz questions are theory-based. The 2 scheduled tests are application-based and require a more thorough understanding of the program. While you will have ample time to complete quizzes and tests, you will need to study your course outline **beforehand** as exams have a time limit. I will use SRJC's CATE website to post your scores. You can review the test questions and your responses **after** the deadline at CATE.

The final exam schedule is posted at the class website.

## Grading policy

You will be graded on the following point system:

Quizzes and tests. . . . .	400
Labs . . . . .	350
Brochure (final project) . . . . .	50
Final exam . . . . .	200

I total all points made at the end of the semester and use a modified curve. Due to the ease/difficulty of tests and labs, I reserve the right to adjust this scale:

920 - 1000 . . . . .	A
830 - 919 . . . . .	B
740 - 829 . . . . .	C
650 - 739 . . . . .	D
Below 650 . . . . .	F

A Credit/No Credit grade option is available; credit is awarded for work which would have earned a grade of C or better. Credit/no credit units do not change student GPA at SRJC, but may transfer as a C grade to other universities. Sign up for this option immediately at the SRJC website.



This document was created in an InDesign workflow, where a series of programs are involved in producing the end product. I exported this InDesign document as a PDF file of the smallest size, suitable for posting on the class website through the use of Dreamweaver. Your workflow will often involve the layout created in InDesign, images supplied from Photoshop, vector artwork from Illustrator, other graphic clipart, and text from Microsoft Word. When finished, the document is usually printed or exported as a PDF file which can be e-mailed, printed, included in a website or sent to a professional printer.

**Design and layout:** Cyndi Reese

**Text:** written by Cyndi Reese

**Fonts:** Hypatia San Pro  
*Montague Script*

**Graphics:**

- Shoe graphic from [www.clipart.com](http://www.clipart.com)
- ACE logo and CS4 package from Adobe Partners network
- Cyndi's silly photo from her digital camera



Cyndi Reese showing off her 3-D glasses at A Bug's Life in Disneyworld

