

COURSE INFORMATION

online

CS 72.11A

Adobe InDesign 1

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



Cyndi Reese Spring 2012



CERTIFIED EXPERT
InDesign®

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This class is taught via webcast instruction with an optional virtual office hour Tuesday 7-8pm

See page 4 for other student contact information

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This is a bi-platform full-semester course in Adobe InDesign CS5/5.5 to introduce desktop publishing skills. Basic skill techniques include 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 InDesign. Projects include business cards, advertisements, fliers, brochures, slideshows, and magazine articles.

Prerequisite

This class is not for a computer novice, and previous experience with at least one application is required on either Mac or PC. Previous graphics experience is not required. You should be able to create, save and print documents, use the clipboard, and 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 InDesign 3 completes the study for the InDesign ACE (Adobe Certified Expert) industry exam and integrates InDesign with other CS5 programs. Students taking all three InDesign classes are eligible for a SRJC certificate.

Text

The book *Stepping Out With InDesign (SOWI)* by Cyndi Reese is required. It is sold at the SRJC bookstore and includes a detailed outline for each webcast lecture. If desired, SOWI can be purchased for \$10 as a PDF download at lulu.com. Most students need only SOWI for the course. If you need additional resources, consider:

1. The **Help** menu command of InDesign.
2. *Real World InDesign CS5*, the comprehensive book used in InDesign 2 and InDesign 3. If you buy it, consider it “information overload” in this class and be warned that by the time InDesign 2 is offered in Fall 2012 another version of InDesign will be released.

How this online class works

A key ingredient to this class is watching my weekly recorded webcasts. You'll need a web browser and high-speed internet access. The Petaluma and Santa Rosa campus computer labs can be used for students with a slow internet connection.

In my webcast presentations, InDesign comes alive. Don't fool yourself into thinking that you can skip the weekly webcasts as you'll be missing out on the detailed lectures. Desktop publishing theory is discussed, demonstrations are given, sample documents are created, and helpful hints are given about the weekly lab. Using a webcast program called Elluminate (which plugs into your web browser) you'll be able to watch the same InDesign lecture that is offered to face-to-face students in the classroom whenever it fits your schedule.

Taking a class in an online environment means that you need to be organized and self-motivated. Each week it will take 3 hours (organized into shorter segments for each topic) to watch the webcasts supplemented by the SOWI book outline, followed by additional time to create an InDesign lab assignment and take quizzes and tests. This is not a self-paced course where you turn in work any time you like. All assignments have strict deadlines. Once a lab is graded, I post my favorite submissions for everyone in the class to see. It takes about 5 weeks to get the basics of InDesign, and then you'll be amazed at what you'll be able to do. Have patience.



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The required book *Stepping Out With InDesign* can be purchased at the SRJC bookstore or online at lulu.com and coordinates each webcast lecture with a corresponding outline. SRJC's CATE student management website located 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, links to recorded webcasts and posting messages.

Taking an online class

There are many advantages to taking this class:

1. You have an enthusiastic and organized instructor who absolutely loves InDesign.
2. You can work at home when it's convenient with your schedule — great for night owls and early risers.
3. You don't have to worry about finding a parking space at the SRJC campus.
4. You can post a question to the instructor or the class any time of day at the CATE Message Center.

Are there any disadvantages?

1. There is no live Q&A and classroom banter in the webcast. However, you can always join me each week for the "live" weekly virtual office hour for real time interaction.
2. You won't have a scheduled class time and my smiling face to remind you to complete your assignments. Instead, weekly email reminders are posted.
3. You need a good understanding of how to use a computer, install software, and organize documents in folders (plus actually locate them later).
4. Online classes take a lot of motivation and in my opinion, extra work for both student and teacher.

Class info and websites

Students are to follow the [SRJC Student Conduct Standards](#). I reference two different websites in this class:

1. <http://www.santarosa.edu/~creese> — my standard SRJC class website. Navigate to the online InDesign class page using the Classes link in the nav bar. This PDF-based site contains weekly lab assignments and downloadable text/graphics, course information, student samples, links to webcasts and CATE for turning in work. PDF files should be read using Adobe Acrobat or the [free Reader](#) (version 10).
2. <http://online.santarosa.edu> — SRJC's CATE website for online courses. This site contains the management part of the class, including the gradebook, message center, inbox for submitting homework files, and a place to take quizzes and tests. It's not as pretty as I'd like to make it, but it works. Much of CATE is password protected, including the required Elluminate webcast recordings. For your convenience, my class website has weekly CATE links to take you directly to the correct area for assigned work. The InDesign class website has links to live virtual office hours. Some of the office hours will be recorded if needed.



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The SRJC bookstore offers an academic purchase of the Creative Suite 5.5 Premium for \$369. This special college buy is for any SRJC student and normally retails for \$1899. CS5.5 Suite Standard (fewer apps) is \$199. Visit <http://www.santarosa.edu/~creese/student/buying.html> for student options and information about CS5/5.5.

Instructor info

I am a Computer Studies (CS) regular faculty member of 30+ years, an Adobe Education Leader and an Adobe Certified Expert (ACE) in both InDesign and Illustrator. My office phone is 527-4293, but the best way to contact me is through email or using the CATE Message Center. My student contact hours are as follows:

- Santa Rosa office hours Rm 2942 Wednesday 5-6 pm
- Virtual "live" Elluminate webcast office hour with real-time Q&A and demos: Tuesday 7-8 pm
- Virtual office hour via e-mail and CATE messages: Tuesday 8-9 pm

The Contact Info link at the class website will always list my current schedule if there are any changes. This being an online course, most of you will be working at home. I encourage you to attend the online virtual classroom — come in, watch my demonstrations and ask questions real time. Sometimes I'll have an official agenda and planned presentation, other times I'll be there to answer questions.

Students with Disabilities

If you need disability related accommodations for this class, such as needing extra time on quizzes and tests, please provide the Authorization for Academic Accommodations (AAA letter) from the Disability Resources Department (DRD) to the instructor as soon as possible. You may also speak with the instructor privately about your special needs. If you have not received authorization from DRD, it is recommended that you contact them directly. Any student requiring closed captioning for the recorded webcasts should contact Cyndi immediately.

Using InDesign 5/5.5

To succeed in this class you must use either InDesign CS5 or CS5.5. How else could you learn the software? SRJC has several labs of Macintosh and Dell computers for your assigned work if desired. Many students prefer to work at home and purchase the software — the class website has information on buying Adobe software.

Important web browser bookmarks for the InDesign class

Click on the hyperlinks below to visit these important web pages. Make a bookmark in your web browser for future reference: [InDesign 1 Online Class page](#) [Tuesday "live" Elluminate office hour](#)



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Homework

Assigned work is due electronically on Sunday by midnight as posted at the class website. The weekly TURN IN section at the class website has direct links to CATE for submitting tests, quizzes, surveys, and labs. Labs are graded on a 25 point system with 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.

A late lab or quiz can only get a maximum of 15 points. As a courtesy, you can turn in *ONE late lab or quiz without penalty* to allow for any problem that may arise in your life. You will see "LATE OK" in the comment area of the CATE gradebook.

The basic workflow steps for submitting an InDesign homework assignment to me are as follows:

1. Create your InDesign lab and export as a PDF file.
2. At the CATE website In Box, upload the PDF.
3. Finish other lab requirements on CATE. Some labs require additional questions to be answered or posting a message using CATE.

A detailed flowchart of the weekly workflow is included in the Q&A handout to get you used to the "system."

Looking at everyone's work is inspirational. After I'm done grading, I often post my personal favorites in PDF format at the class website. 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. You'll be amazed how much fun it is working in InDesign and how much time flies by when creating a lab.

Tests and grading policy

You will be graded on the following point system:

Quizzes and tests.	400
Labs.	350
e-Brochure (part of final exam) .	50
Final exam	200

Tests, quizzes, and surveys will be taken online at CATE.

The final consists of two parts: a T/F Multiple Choice exam and a native InDesign brochure file at CATE which is opened and evaluated for technical skills and content.

I total all points made at the end of the semester and use a modified curve. It is your responsibility to verify your posted scores at the CATE Gradebook each week. 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 Pass/Fail grade option is available; passing status is awarded for a letter grade of C or better. Pass/fail units do not change SRJC student GPA, but may transfer as a C grade to other universities. If interested, sign up for this option immediately online at the SRJC website. A passing grade allows the student to take the next InDesign class and also counts for the InDesign certificate.

Extra credit

There are many opportunities for extra credit in this class. If you attend a meeting of the North Bay Adobe User Group (<http://northbay.groups.adobe.com>) you get 10 points of extra credit for your "live" appearance at the SRJC campus. If you're unable to attend, you can watch a webcast recording of a Spring 2012 meeting and then send me a summary at CATE for 5 points. After each test (not quiz), there is an opportunity for you to review all of your missed questions for an extra 4 points.



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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 linking to the class website created in Adobe Dreamweaver. Your workflow will often involve a layout created in InDesign, images supplied from Photoshop, vector artwork from Illustrator, other graphic clipart, and text from Microsoft Word. When finished, an InDesign document is usually printed or exported as a PDF file which can be e-mailed, included as a link 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
- ACE logo and CS5 package from Adobe Partners network
- Cyndi's photo from her digital camera



Self-portrait of Cyndi as she takes a picture of herself with her digital camera