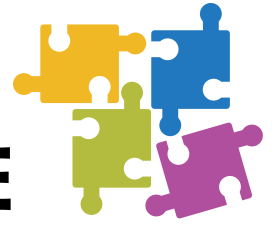


*I'm writing my swan song.
It's my last semester of teaching.
As I've always promised myself,
I'm going out on top of my game.*



Class Introduction

Spring 2012 • CYNDI REESE



CS 72.11C is a bi-platform advanced third semester course in InDesign. It covers both advanced InDesign techniques and workflow essentials for the CS5/5.5 Suite. Simply defined, a workflow in this class is using all your favorite Adobe programs to create content, assembling a finished product based on InDesign but using other programs, and then producing output for web, print, PDF, eBook or digital publishing. It's what it takes to put it all together.

About the Class

While InDesign will be the foundation of lectures and projects, other Adobe programs will be discussed to complete a workflow. These programs include Acrobat, Photoshop, Illustrator, Flash, Dreamweaver, Bridge, CS Live and acrobat.com.

This class will cover advanced InDesign systems, such as repurposing documents where the layout and content of one InDesign document is used for both print and interactive workflows. Very high-end topics will be introduced such as GREP, XML, and scripting. Moreover, this is a capstone "big picture" class with an emphasis on new technology and efficiency. From working with legacy files to the client review cycle, print to interactive PDF and web export, workflows will be examined from start to finish. In this class, new meaning is brought to the term "plays well with

others." It's all about people and software working together.

To prepare the curriculum for this class, I reviewed all of the InDesign ACE (Adobe Certified Expert) industry exam objectives. I'm also learning new techniques which I hope to bring to the class later in the semester. You may not use all of the topics discussed in this class in your own personal workflow with InDesign. What's important is that you have sampled all of the advanced topics that InDesign has to offer. At the end of the class, you will put together a workflow

project in a team environment, choosing topics from class lectures that will be presented to the class.

Prerequisite

Students in this class need the skills and knowledge of CS 72.11B Adobe InDesign 2. You don't have to be knowledgeable in the other Creative Suite programs, as *selected features* of each program will be introduced in class lecture that integrate into the Adobe InDesign workflow. Some of the topics will require use of CS5.5.

Three InDesign classes

The series of three full-semester InDesign classes, CS 72.11A/B/C, are offered to complete the extensive study of the InDesign program. Students taking all three InDesign classes are eligible for the SRJC certificate *Adobe Certification Training in InDesign*. A certificate petition will be provided to students and it is hoped that students will attend Cyndi's last Computer Studies certificate awards ceremony this Spring.

Text & reference materials

To successfully work in this class, you need *detailed* information. You need a "big fat" reference book to supplement the lecture. The required book is *Real World InDesign CS5*. You'll find other reference materials from InDesign Help (within the InDesign program) and the Adobe TV website at tv.adobe.com. In addition to reference material, a freshly produced set of lecture notes will be posted at the class website each week to accompany class lecture. Later in the semester, recommendations will be offered for a digital publishing book.

Adobe InDesign 3 Class Introduction

Section info

This 3-unit 3-hour lecture class starts Wednesday evening from 6-8pm. While this is a single section (class), students are allowed to participate in the first 2 hours class in either a face-to-face format or online (virtually “live”) or watching the recorded class webcast at a later time. The third hour of lecture will be a separate recorded webcast for all students

posted on Thursday. I utilize the “complete Adobe workflow” and use my Connect virtual room for webcast presentations. My office hour is Wednesday 5-6 pm before lecture and I am often in the classroom at that time. This is a great time to meet with students when working on team assignments or to visit the second floor computer lab and work in CS5.5 when required for an assigned lab.

Class info and websites

Students are to follow the [SRJC Student Conduct Standards](#). Cell phones are not allowed in the classroom or in the computer lab. I still enforce my cookie policy for face-to-face cell phone offenders. Before each class lecture (or watching a recorded webcast), visit the class website at www.santarosa.edu/~creese and print out the corresponding lecture outline.

I reference four different websites in this class:

1. <http://www.santarosa.edu/~creese> — my standard SRJC class website. Navigate to the InDesign 3 class page using the Classes link in the nav bar. This PDF-based site contains weekly lab assignments, course information, student samples, links to webcasts and links to CATE for turning in work. PDF files should be read using Adobe Acrobat or the [free Reader](#) (version 9 or 10). Expect the schedule to change!
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, webcast links, 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. For your convenience, my class website has weekly CATE links to take you directly to the correct area for assigned work.
3. The Connect server of webcast recordings. The InDesign class website has links to these recorded lecture webcasts.
4. Cyndi’s [acrobat.com](#) file storage when providing files for lab work.

This class will cover InDesign version CS5/5.5 and emphasizes new technology — there are exciting new changes about for InDesign, as it is the foundation of digital publishing. Some topics will be explored that are *only* available in CS5, such as Flash animation, CS Live reviews, and working with XMP metadata to generate captions. The topic of eBooks will require InDesign CS5.5.

The SRJC bookstore offers a special student discount of the entire Creative Suite 5.5 both Premium and Standard. Check the class website for more details on purchasing software at the SRJC bookstore. If you are a CS5 user, I *do not* recommend purchasing CS5.5 at this time. It is safe to say that CS6 will be released sometime this Spring if Adobe keeps to its 2-year cycle of release dates.

Instructor info

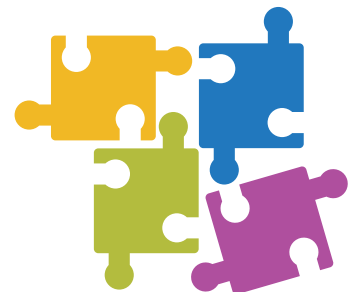
I am a Computer Studies (CS) regular faculty member of 30+ years, an Adobe Education Leader and an Adobe Certified Expert (ACE) in both InDesign and Illustrator. My office phone is 527-4293, but the best way to contact me is through email or using the CATE Message Center. My student contact hours outside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

- Santa Rosa office hour Rm 2942
Wednesday 5-6 pm
- Virtual “live” Elluminate office hour for InDesign 1 students
Tuesday 7-8 pm
- Virtual office hour for email/
CATE messages 8-9 pm

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

Disability Resources

If you need disability related accommodations for this class, please provide the Authorization for Academic Accommodations (AAA letter) from the Disability Resources Department (DRD) to me as soon as possible. You may also speak with me privately about your special needs. If you have not received authorization from DRD, please contact them directly. Any student requiring closed captioning for the recorded webcasts should contact me immediately so arrangements can be made.



Adobe InDesign 3 Class Introduction

Homework

You will work on individual homework assignments and group projects. Labs will be submitted in PDF format at CATE — a link will be included at the class website for easy access to this student management system. Your labs are based on this grading scale:

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

Labs requiring individual work are normally due in 1 week. Labs involving team work will have specific deadlines posted at the class website. When working on a team, do not let your colleagues down. Make every attempt to complete group assignments in a timely fashion. A lab or quiz turned in late can only get a maximum grade 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. At the end of the semester, time will be given for you to complete a team project of your choice which demonstrates your knowledge of the Adobe workflow. It will not be as time-consuming as the InDesign 2 book project.

Grading policy

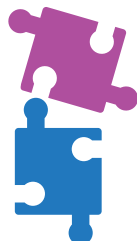
You will be graded on the following standards:

Quizzes (5 x 40 points)200
Midterm take-home skill test140
Labs (12 x 30 points).360
Project150
Final exam150

The final exam is scheduled for Wednesday, May 23rd at 6 pm. It is a cumulative T/F multiple choice exam.

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 Pass/Fail grade option is available; a Passing grade is awarded for work which would have earned a grade of C or better. This was formerly called Credit/Not Credit at SRJC. Pass/Fail units do not affect student GPA at SRJC, but may transfer as a C grade to other universities. If interested, sign up for this option immediately. You are still eligible for the SRJC InDesign certificate with this option as long as you receive a Passing grade.

A Personal Comment

Most of you in the class have had me as an InDesign instructor, so you're aware of my dedication to teaching. I try to be organized, responsible, and to share my knowledge of InDesign and Adobe products.

I've taught InDesign 3 since its infancy — in fact, I created the curriculum for the entire series of InDesign classes at SRJC. Each time I teach InDesign 3, it's humbling. There's always something new that changes my lectures, such as:

1. InDesign CS5 now includes a web-based review cycle right into the InDesign workspace for immediate processing.
2. CS Live encompasses features of acrobat.com. It's hard to figure out which is a free acrobat.com feature and which is a CS Live feature that you get free for one year with CS5. We'll do our best to sort things out.
3. Digital publishing is taking off. Adobe has been ready for this new technology for quite some time, but it seems that the world is finally ready for eBooks and digital layouts for tablets. We'll explore the difference between eBooks and digital publishing.
4. InDesign CS5 lets you create complete Flash animations and export directly to a SWF file or as a native Flash document so a Flash expert can finish the job.

I will do my best to share what I know about new technologies. Living on the cutting edge means lots of work and a few mistakes along the way. Thanks for sharing the journey.