

# electronic Publication & design

Art Department / 0206

**Course Number: Art 206/ Professor Jamie Wainright/ Art Department**

**Objectives:** After successful completion of this course, the student would have a good understanding of basic publication and design techniques utilizing various software for each assignment that is given. The student will understand all basic aspects of the printing process and what is required for the output of a finished graphic design piece.

**\*\*\*\*You can use a 30-day free trial for the software to GET STARTED.Many students from all disciplines have successfully complete Electronic Publication class. Publication & Design. \*\*\*\***

**Course Description:** This course will be an introduction to basic publication design utilizing software such as Quark Xpress. Emphasis on developing basic design skills in the electronic framework for small ads and brochures as well as grid designing will be emphasized. Discussion on printing output and offset will be included.

**NO COMPUTER EXPERIENCE NECESSARY TO SUCCESSFULLY TAKE THIS COURSE.**

**Course Conduct:** Students will be involved in creating projects that focus on usage of type in their designs. Choosing the right typefaces for a specific assignment will be emphasized as well as the size of type in relationship to the other elements within the design. Fundamental layout techniques and design will be employed as well as an Introduction to electronic mechanical.

**Grading is determined by:** Each student is graded as an individual basis rather than a curve. Understanding of basic layout concepts and software will be taken into consideration for the final grade.

Students will be required to participate in assignments, reading and discussions given on a weekly basis that will be posted on my Electronic publication & Design homepage. Students are required to complete **ALL ASSIGNMENTS** requirements to receive their grade.

**Required:**

**Purchase Quark software through the campus bookstore for a GREAT DISCOUNT PRICE!!!! (You may use a lower version if you have software. I have provided a link to a 30 day free trial to get started**

Traditional office hours will be posted on the door in my **Parento hall P115** Westfield State College Office. These hours will be given at the beginning of the online class

Professor Jamie Wainright / Art Department

\*\*\*Please use online Plato/Vista email\*\*\*