# electronic Publication & design

## Art Department / Spring 2009

**Course Number:**      **Art 206**

**Instructor:**      **Professor Jamie Wainright**

**Objectives:**      After successful completion of this course,the student would have a good understanding of basic publication and design techniques utilizing various software within each  design project 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.

**Course Description:** This course will be an introduction to basic publication design utilizing software such as Quark Xpressr. Emphasis on developing basic design skills in the electronic frame work for small ads and brochures as well as  grid designing will be emphasized.(See Westfield State College course catalog description.)  Discussion on printing output and offset will be included.

**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 rather that on 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 assigments,reading and discussions given on a weekly basis that will be posted on my Electronic publication & Design homepage. Students are required to complete **ALL** assignment requirements to recieve their grade.

Short quizzes  may be given. Individual portfolios  will be due at the end of of the semester.

Individual circumstances may cause variation(s) to this policy of the students grade.

**Required Text:**      **Quark Express 6.0  by  Weissman**

**Traditional office hours will be posted on the door in my Parenzo hall Westfield State College Office. These hours will be given at the beginning of the online class. Additional office hours may be given at the beginning of the semester for the online class. Telephone  is 413-572-5734.**

**Professor Jamie Wainright / Art Department**

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