

Graphics and Layout – Covering the Basics**Week 1:** Welcome and Introduction

- a. Hand out Course Outline and course materials
- b. Develop research plan, define goals – what will the portfolio look like?
- c. “Snapshot” of what we want to research

Hour 1: List all possible sources for research: Online, library, local field trips

Hour 2: Portfolio Introduction – The “Big 4” Players: QuarkXpress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat.

- Discussion: how all of these programs work together; their similarities and differences. Example: there’s more than one way to make a PDF...
- File formats: .qxd, .eps, .jpg, .pdf (layout, line art, raster art, portable)
- Where can we find these items in the real world?
- Launch Mac and PC versions of the software: similarities, differences, and the “core” of knowledge on which everything is based. This *is* the tip of the iceberg.

Week 2: Developing a knowledge base

- d. Create handwritten notes and ideas for the 5 Ws.

Hour 1: Basic outline of what project will entail: how to obtain copy and photo art.

Hour 2: A Good Foundation: Launch Quark Xpress and begin portfolio layout

- Discussion: how do you want your pages to look? Hand-draw if necessary.
- Tool Bar: the essentials
- Text: type it in, copy and paste, key and import
- Shapes, colors, and lines
- How we will work Illustrator and Photoshop into the mix
- Beware: QuarkXpress can spoil you!

Graphics and Layout – Covering the Basics**Week 3:** A Closer Look: Ways to tell the story

- e. First-person accounts
- f. News stories
- g. Research Articles
- h. Fiction (historical fiction = Stephen Lawhead)

Hour 1: Find examples of each type of writing piece. Decide how copy will be structured. Discuss use of both publication and interview citations.

Hour 2: Portfolio Commencement

- Finalize basic page design and layout.
- Create Table of Contents and References sections.
- Illustrator: find a graphic, draw a graphic, or hand-draw ideas for your portfolio logo. Use clip art galleries or internet sources if necessary.
- Photos: get acquainted with different camera types (including camcorder) – use 2 different types of scanners for hard-copy photos (HP and Photoshop-driven). Scan dummy hard copy to student's jump drive.

Week 4: Virtual Book or Magazine: how do we put it together?

- i. Create dummy with pencil and paper
- j. What kind of publisher would be interested?

Hour 1: Discuss facing pages. How can our layout software help us?

Hour 2: The Portfolio: on a roll

- Key or import text into layout
- Import pictures
- Continue working on logo design
- Photoshop: how can I get rid of that telephone pole in my picture?

Week 5: History of the written word: from Rosetta Stone to eBooks

- k. How the printing press changed history
- l. How the computer/word processor changed it more
- m. Wax-paper paste-up: the original cut and paste
- n. How Graphics programs have made desktop publishing easy

Hour 1: Guttenberg Bible, Shadowbox cameras, photo-sensitive paper, Digital revolution: find more examples of “leaps and bounds” in production graphics.

Hour 2: Portfolio Finalization

- Finalize basic page design and layout.
- Copy Edit all body text and graphics.
- Finalize pictures and placement.
- Discuss binding styles and plans.

Week 6: Student’s response: How will knowing basic Graphics help me?

- o. Investing in the software: which programs are vital?
- p. Is my computer “fast enough” to run what I need?

Hour 1: Discuss how portfolio will be bound and presented.

Hour 2: The Portfolio: Final

- Make any last-minute changes
- Print hard copy for mark-up
- Second class of week: meet at Kinko’s for final binding from PDF.
- Instructor’s final comments and thank-you.

Portfolio Contents:

- Title page
- Table of Contents
- Instructor introduction and comments
- (For essay contest entrants) Student initial essay
- Student project/report
- Bibliography/references