# McLennan

## COMMUNITY

# COLLEGE

### WACO, TEXAS

# COURSE SYLLABUS

# AND

# INSTRUCTOR PLAN

## DIGITAL PUBLISHING I

## ARTC-1313-87

## LAURA WICHMAN

# NOTE:  This is a 16-week course.

AN EQUAL OPPORTUNITY INSTITUTION                    SPRING 2022

## Course Description:
Introduces the fundamentals of using digital layout as a primary publishing tool and
the basic concepts and terminology associated with typography and page layout.
Students learn to apply fundamentals of page layout; define typographic terminology and
specifications; import text and graphics into page layout programs; discuss file formats and file
management.

## Prerequisites and/or Corequisites:
ITSW 1301 with a grade of C or better or knowledge of word processing.

## Course Notes and Instructor Recommendations:

Hardware/Software Requirements:
- To complete this course, you MUST have access to the Adobe InDesign CC software. You
  will be sent download information. If you are unable to download the program, it is available
  in the Office Technology Careers/Computer Information Systems lab in the Business &
  Technology Building Room 103. Regular Office Technology Careers Lab hours are: Monday
  through Thursday 8:30 a.m. until 7:30 p.m., Friday from 8:30 a.m. until 3:30 p.m., and
  Saturday from 9:30 a.m. until 3:00 p.m. (Be sure to check with the lab for modified hours.)
  Hours of operation for the lab are posted next to its door.
- If you have problems with either your hardware or software, it is your responsibility to make
  sure that all assignments are submitted on time. Technical difficulties with computers and/or
  software are NOT an excuse for a missed deadline. However, if you do experience technical
  difficulties, you should report it immediately to your instructor. Students may utilize the I.T.
  Helpdesk by contacting (254) 299-8077.

## Instructor Information:
Instructor Name: Laura Wichman
MCC Email: lwichman@mclennan.edu
Office Phone Number: 254-299-8476
Office Location: Research & Effectiveness 119
Office/Teacher Conference Hours: Tuesday/Thursday 11:00am – 12:00pm

Alternate Contact: Crystal Johnson
Alternate Phone: 254-299-8263
Alternate Email: cajohnson@mclennan.edu

## Required Text & Materials:
- Book #1
  - Title: Adobe InDesign CC Classroom in a Book, 2020 Release
  - Author: DeJarld
  - Publisher: Adobe Press/Pearson
  - eText+Web Edition ISBN: 978-0-13-650267-8 OR
    Physical Textbook ISBN: 978-0-76388-803-9 (recommended by former students)
- Book #2
  - Title: Learn Adobe InDesign CC for Print and Digital Media (2018 release)
  - Authors: Gordon
  - Publisher: Peachpit Press/Pearson
  - eText+Web Edition ISBN: 978-0-13487-839-3 OR
    Physical Textbook ISBN: 978-0-13487-839-3 (recommended by former students)
- Software
  - Adobe Creative Cloud for students (access with MCC email). More information forthcoming how to register. You do NOT need to purchase; you will be granted access with your MCC email.

**MCC Bookstore Website:  http://www.mclennan.edu/bookstore/**

## Methods of Teaching and Learning:
This is an online course and will require a lot of self-discipline from students! You are expected to log into Brightspace each day to check the course, and to check your student email everyday as well. You will be expected to read the required chapters and complete the required assignments on time. I am here to make sure you understand and are learning the objectives set in this course. Students are expected to be self-disciplined, use time management skills effectively, and to be accountable for their actions in this course.

## Course Objectives and/or Competencies:
This course prepares you to work with Adobe InDesign in a career setting or for personal use. Using coursework that incorporates a step-by-step, project-based approach, you develop a mastery-level competency in Adobe InDesign.

After completion of this course the student should be able to:

- Create and edit promotional materials, reports, newsletters, booklets, and online documents of varying complexity
- Apply appropriate formatting elements and styles to a range of document types
- Add graphics and other visual elements to enhance design communication
- Plan, research, write, revise, and publish documents to meet specific informational needs

- Given a workplace scenario, assess the design communication purpose and then prepare the materials that achieve the goal efficiently and effectively

You can expect to be proficient in using InDesign to organize, analyze, and present information after successful completion of this course.

**Course Outline or Schedule:**

The following is a schedule which is subject to change. You will be notified about changes with posts to the Brightspace Announcement page and an email to your student MCC email account.

*Note: CiaB = Classroom in a Book text and Learn = Learn Adobe InDesign CC for Print & Digital Media*

| Week of Class | Chapter | Tasks | Due Date |
|---|---|---|---|
| Week 1 | Lesson 1, CiaB | Orientation, Introduction Discussion, Download Adobe InDesign, Lesson 1 Assignment in CiaB | January 16th at 11:59pm |
| Week 2 | Lesson 2, CiaB Chapter 1, Learn | Lesson 2 Assignment in CiaB, Read Chapter 1 in Learn, Chapter 1 Quiz | January 23rd at 11:59pm |
| Week 3 | Lesson 3, CiaB | Lesson 3 Assignment in CiaB, | January 30th at 11:59pm |
| Week 4 | Lesson 4, CiaB | Lesson 4 Assignment in CiaB, | February 6th at 11:59pm |
| Week 5 | Chapter 2 Learn | Read Chapter 2 in Learn, Chapter 2 Quiz | February 13th at 11:59pm |
| Week 6 | Lesson 5 & 6, CiaB | Lesson 5 & 6 Assignment in CiaB, | February 20th at 11:59pm |
| Week 7 | Lesson 7, CiaB | Lesson 7 Assignment in CiaB, | February 27th at 11:59pm |
| Week 8 | Lesson 8, CiaB Chapter 3, Learn | Lesson 8 Assignment in CiaB, | March 6th at 11:59pm |
| **SPRING BREAK! -- March 7th – 11th** | | | |
| Week 9 | Lesson 9, CiaB | Lesson 9 Assignment in CiaB, | March 20th at 11:59pm |
| Week 10 | Lesson 10, CiaB | Lesson 10 Assignment in CiaB, | March 27th at 11:59pm |
| Week 11 | Lesson 11, CiaB Chapter 4, Learn | Lesson 11 Assignment in CiaB, | April 3rd at 11:59pm |
| Week 12 | Lesson 12, CiaB Chapter 5, Learn | Lesson 12 Assignment in CiaB, | April 10th at 11:59pm |

| Week 13 | Lesson 13, CiaB | Lesson 13 Assignment in CiaB, | April 17th at 11:59pm |
|---------|-----------------|-------------------------------|-----------------------|
| Week 14 | Lesson 14, CiaB<br>Chapter 6, Learn | Lesson 14 Assignment in CiaB, | April 24th at 11:59pm |
| Week 15 | Lesson 15, CiaB | Lesson 15 Assignment in CiaB, | May 1st at 11:59pm |
| Week 16 | | Final Project Due! | May 3rd at 11:59pm |

## Course Grading Information:

- Orientation Quiz (5%) Do This ASAP - You will take an online quiz covering the course syllabus, calendar, faculty information, course expectations, and important course information you should remember. It is open notes, so feel free to take notes as you review the orientation. You are required to make 100 on the quiz and you may take it as many times as necessary to make 100. You must score 100 on the orientation quiz BEFORE Chapter 1 opens for you to start work on. DO NOT WAIT until the deadline to work on this.

- Discussion Boards (15%) - Each week will have a corresponding discussion board. Each discussion board will have a specific set of instructions and minimum requirements. Students who do not meet the minimum requirements for the discussion will have points deducted from their grade. Points will also be deducted for grammatical errors and any other errors found by the instructor. Students will make an original thread and then will respond to two other students' original threads. Discussions will also serve as a measurement for attendance. To earn full credit for the week, students will need to post an initial post and replies by the due dates provided. Initial posts should be made by Thursday of the week and the replies should be made by the Sunday of the week. Students who do not complete all activities by the due date will receive 1 absence for the week.

- Textbook Projects in Classroom in a Book textbook (40%) – Textbook Projects provide students with practice of the skills using step-by-step instruction. These assignments are designed as straight practice to prepare you for success on the hands on assessments. Occasionally there may be short essay/reflective portions or an extension challenge included in the textbook work. You are responsible to electronically submit the activities presented in the chapter according to the due date on the calendar

- Hands On Assessment in Learn Adobe InDesign CC textbook (25%) – The Learn textbook has extended projects that will reinforce skill acquired in the CIaB textbook. There are less directions yet there are accompanying video lectures online for guidance. You are responsible to electronically submit assessment projects in this section according to the due date on the calendar.

- <u>Quizzes from Learn Adobe InDesign CC textbook (15%)</u> – You will take eight quizzes this semester over the content covered in the Learn Adobe InDesign CC textbook. The quizzes will consist of 8 to 10 questions, most questions will be multiple choice, but some have one or two true/false questions. You will have two attempts to take each quiz, the highest score of the two attempts will be kept. You are responsible to electronically submit the activities presented in the chapter according to the due date on the calendar

<u>Plagiarism</u>
Plagiarism is defined as "an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author." Plagiarism includes, but is not limited it, copying someone else's work that they created and/or copying and pasting directly from a website or book without proper citation. If you are believed to be or found plagiarizing, you will be given one written warning on the first offense. I reserve the right to regrade any work that has be submitted up to the point of alleged plagiarism, and this regrade will results in a failing grade. You will be allowed to resubmit any work I find on the first instance of plagiarism but will not receive a grade higher than a 50 on the assignments. If you are found to be plagiarizing a second time, you will automatically be given an 'F' in the course, without the option to drop the course for the grade of a 'W'. For more information on plagiarism, I recommend visiting: http://www.plagiarism.org/plagiarism-101/what-is-plagiarism/

**<u>Late Work, Attendance, and Make Up Work Policies:</u>**
<u>Communication:</u>
It is my goal to ensure that you understand and learn the material covered in this course. However, I can only help if you keep me informed of any issue or problems that you have in the course, instructions, or assignments. I have an open-door policy, so if you have any problems or need assistant, please feel free to come by my office (RE 119) or to contact me via email or phone.

I read my email several times a day; however, if you send me an email at 11pm with a question you need answered before the class tomorrow I might not see it. Since I am not always at my desk or have email access, do not expect instantaneous responses from me via email.

I will communicate with the class via the announcement page and your MCC email. You are responsible for checking the announcement page at least once a day. Brightspace uses your MCC email address. When I email you, I go through Brightspace; therefore, I will email you at your MCC address.

It is very important that you read your MCC email. If you are having problems with what to do, or how to do in class, you may need to come by and see me so I can show you in person. If you have questions/comments that require more than one email to discuss, you will also need to come by and see me. This is a much more efficient way for us to communicate.

When you email the instructor put your name and ARTC 1313 in the subject line. **Please use your MCC student account to send email because other email accounts do not always make it through the spam filter.** You will also need to check your student email for messages from the instructor. I will typically respond to your message within 24 hours of sending (except for weekends and holidays). If for some reason you do not think your email is making it to me, please contact me immediately at 254.299.8476, if I do not answer leave a message with your name, phone number, and issue; I will contact you as soon as possible.

Attendance Policy:
Attendance will be based on student participation; you submitting your assignments on time and participating in the discussion boards. If you have not participated in the course via the introduction discussion board or assignments by the course census date, have not logged into the course via Brightspace, and/or have not personally contacted the instructor prior to this date, you will be dropped from the course. In the case of a medical absence, a doctor's excuse is required.

Just as in face-to-face courses, you are allowed to 25% absences in this course. This means that you can miss 2 weekly assignments for this course, and I am allowed to drop you from the course. If there is a personal/medical reason you are missing assignments, please contact me by phone/email/office visit as soon as possible. After two missed discussion boards or weekly assignments/quizzes you will be referred to a Success Coach in the Completion Center for lack of participation. Upon referral, you will be assigned a Success Coach, and they will contact you to see if they can be of any assistance with you in completing your course and the semester. They are here to help you with non-academic related issues and will assist you with anything that may be hindering you from being successful in this course.

After the census date you will receive the grade earned. If you choose to stop participating in the course, your final grade will reflect this choice. Students may drop the course on their own for a grade of a W. **It is the student's responsibility to contact the instructor if he/she wants to drop the course for any reason.** If you want to drop the course, you will need to email the instructor stating that you would like to drop the class, and why you want to drop the class (the why is required for drop processing with MCC). In the email, please include your full name and student ID number. *Students may drop the course without instructor assistance, but this will require a trip to the MCC campus.* If you do not contact the instructor to drop you from the

course, or you do not personally process the drop request on campus you will **NOT** be dropped from the course, and your final grade will reflect the lack of participation.

<u>Late Work/Make Up Work Policy:</u>
Assignment due dates can be found on your schedule, within this syllabus, and within each assignment on Brightspace. **All work is due on or before the assigned date and time!** If you miss the assigned due date, there will be a 10 point penalty the first week it is late, and all assignments over 1 week late will automatically receive a 5 point penalty for the first 2 weeks late, all assignments over 2 weeks late will receive a grade of a zero (0). We will be submitting chapter assignments via the testing feature in Brightspace. With this feature Brightspace does allow you to submit assignments after the designated due date/time, but marks it as a late submission for my information. Students will NOT be allowed to make up exams unless there is a documented reason (family death/medical reason) as to why the exam was missed. If there is something that you believe may hinder the completion of an assignment or exam on time, it is the student's responsibility to contact the instructor to inform her.

During the semester, students think they have plenty of time to work on their assignments, and you do. But do not put off your work until right before the deadline. This is not a self-paced class where everything is due at the end of the semester. There are due dates each week, but you can get ahead of schedule if you wish.

**Student Behavioral Expectations or Conduct Policy:**
<u>Computer Problems</u>
All assignments are required to be submitted via Brightspace. If you are unfamiliar with how to submit the chapter assignments using this feature, please contact me immediately. Due to the vast number of computers, we have available on campus as well as the availability of computers in several community areas, I do not allow late work due to personal computer issues. It is your responsibility to ensure that work is completed on time and from a reliable source. If technology fails on campus (such as Brightspace going down for ALL users) adjustments will be made.

**Other Resources: lists of resources available to use include:**

- **Office Technology Lab**-- Located in the Business Technology Building (BTB).
- **MCC Library**—Located in the Learning Technology Center (LTC) on the 3rd floor.
  - Check the Library website for their hours, but there is usually an employee there to assist students with homework and computer issues.
- **The MCC Web Site**–www.mclennan.edu

- o The MCC website contains links to student   services, activities, information faculty, class schedules and MCC catalog, etc. These can be found under student link on the main page or by clicking on the MCC seal.
- **MCC's Student Services** offer a range of student support to include tutors and special aides as required by the students. Their phone number is 254-299-8431.
- **MCC's Success Coaches** offer support and counseling to all MCC students. If you or someone you know is in need of their services, contact them at 254.299.8226
- **MCC's Network Services** offers 24 hours support of Brightspace. Their number is 299-8077.

**Click Here for the MCC Attendance/Absences Policy**
**(https://www.mclennan.edu/highlander-guide/policies.html**)
Click on the link above for the college policies on attendance and absences.  Your instructor may have additional guidelines specific to this course.

# McLennan
### C O M M U N I T Y
# C O L L E G E

# ACADEMIC RESOURCES/POLICIES

**Accommodations/ADA Statement:**
Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:
> disabilities@mclennan.edu
> 254-299-8122
> Room 319, Student Services Center

**Title IX:**
We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting http://www.lighthouse-services.com/mclennan/.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

**Student Support/Resources:**
MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at http://www.mclennan.edu/campus-resource-guide/

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

**MCC Foundation Emergency Grant Fund:**
Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

**MCC Academic Integrity Statement:**
Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

**Minimum System Requirements to Utilize MCC's D2L|Brightspace:**
Go to https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

**Minimum Technical Skills:**
Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

**Backup Plan for Technology:**
In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

**Email Policy:**
McLennan Community College would like to remind you of the policy
(http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf) regarding
college email. All students, faculty, and staff are encouraged to use their McLennan
email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college
employees should use for official college information or business. Students are
expected to read and, if needed, respond in a timely manner to college emails.

**Instructional Uses of Email:**
Faculty members can determine classroom use of email or electronic communications.
Faculty should expect and encourage students to check the college email on a regular
basis. Faculty should inform students in the course syllabus if another communication
method is to be used and of any special or unusual expectations for electronic
communications.

If a faculty member prefers not to communicate by email with their students, it should be
reflected in the course syllabus and information should be provided for the preferred
form of communication.

**Email on Mobile Devices:**
The College recommends that you set up your mobile device to receive McLennan
emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for
help.

**Forwarding Emails:**
You may forward emails that come to your McLennan address to alternate email
addresses; however, the College will not be held responsible for emails forwarded to an
alternate address that may be lost or placed in junk or spam filters.

**Disclaimer:**
The resources and policies listed above are merely for informational purposes and are
subject to change without notice or obligation. The College reserves the right to change
policies and other requirements in compliance with State and Federal laws. The
provisions of this document do not constitute a contract.