

# Weekly Schedule

Date	5:00-6:00	6:00-7:00	7:00-8:00	8:00-9:00
<b>Format</b>	<b>Lecture/Theory</b>	<b>Applications &amp; Demos</b>	<b>Discussion</b>	<b>Practice</b>
<i>Legend:</i> <b>DB:</b> Dropbox   <b>H&amp;B:</b> Hagen & Golombisky   Various Authors (named on day assigned)   <b>DW:</b> Dreamweaver 6: Visual Quick Start Guide <b>NDDB:</b> Non-Designer's Design Book   <b>NDWB:</b> Non-Designer's Web Book   <b>ID:</b> Non-Designer's InDesign Book   <b>PS:</b> Non-Designer's Photoshop Book				
Week 1 <b>WED 29</b>	<b>In-class:</b> Introduction; Structure of Class; Course Policies; Books & Materials; Dropbox; Semester Assignments; Assessment; Graduate Paper <b>Due:</b> Response to the Syllabus	<b>In-class:</b> Discussion of "Practices of Looking" <b>Read:</b> Sturken & Cartwright (Introduction & Chapter 1: available in DB)	Campus Observation Trek (half hour)	<b>In-class:</b> Audience Analysis for <i>Signatures</i>
	<b>Take Away:</b> Course design & expectations	<b>Take Away:</b> Difference between seeing and looking	<b>Take Away:</b> Practice Looking	<b>Take Away:</b> Analyze the journal's audience in order to better understand their needs

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Week 2 <b>MON 3</b>	<i>Show &amp; Tell (15 minutes)</i> <b>Read:</b> Delagrangé (available in DB)	<b>In-class:</b> Principles of Layout <b>Read:</b> H&G 3, 4, & 6 One Sheet Assigned	<b>In-class:</b> InDesign Demo & Practice <b>Resource:</b> ID	<b>In-class:</b> Apply Layout Principles (Content and Image available in DB; Begin Work on One Sheet for <i>Signatures</i> )
	<b>Take Away:</b> Characteristics of techne	<b>Take Away:</b> Works-Every-Time Layout	<b>Take Away:</b> Become familiar with Layout	<b>Take Away:</b> Practice Layout with InDesign

		Layout Sins Layout Principles	and InDesign's interface and Style definitions	Exporting to Flash & PDF
<b>WED 5</b>	<i>Show &amp; Tell (15 minutes)</i> <b>In-class:</b> What is Design? <b>Read:</b> Lawson (available in DB)	<b>In-class:</b> Principles of Design (CRAP) <b>Read:</b> NDDDB 1-6	<b>In-class:</b> Critiquing Design (bring a document to critique, either good or bad design)	<b>In-class:</b> Application of CRAP principles (work on one sheet assignment)
	<b>Take Away:</b> How designer's think, design process as techne	<b>Take Away:</b> Introduction to general design principles	<b>Take Away:</b> Become familiar with principles of design	<b>Take Away:</b> Practice applying CRAP principles

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Week 3 <b>MON 10</b>	<i>Show &amp; Tell (15 minutes)</i> <b>In-class:</b> Images & Meaning <b>Read:</b> Sturken & Cartwright (Chapter 2: available in DB)	<b>In-class:</b> Cover Art Assigned; Photoshop Basics <b>Resource:</b> PS <b>Due:</b> One Sheet	<b>In-class:</b> Photoshop Basics Continued <b>Resource:</b> PS	<b>In-class:</b> Practice with Photoshop, Begin Work on Cover Art, including <i>Signatures</i> logo
	<b>Take Away:</b> Images as constructed meaning	<b>Take Away:</b> Become Familiar with Photoshop's Interface, Tools, and Pallets	<b>Take Away:</b> Layers Applying Styles/Filters Saving Images for the Web	<b>Take Away:</b> Practice with Photoshop
<b>WED 12</b>	<i>Show &amp; Tell (15 minutes)</i> <b>In-class:</b> Type (Print & Web) <b>Read:</b> NDDDB (9-11) NDWB: (12)	<b>In-class:</b> Working with Type	<b>In-class:</b> Photoshop Continued	<b>In-class:</b> Begin working on Cover Art
	<b>Take Away:</b> Introduction to Type Basics	<b>Take Away:</b> Practice working with type	<b>Take Away:</b> More Practice with Photoshop	<b>Take Away:</b> Workshop for Cover Art

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Week 4 <b>MON 17</b>	<i>Show &amp; Tell (15 minutes)</i> <b>Read:</b> Atwill (pp. 4-7, 47-69, 70-100) (available in DB) <b>Due:</b> Magazine or Journal Layout	<b>In-class:</b> Website Basics <b>Read:</b> NDWB (3-8)	<b>In-class:</b> Dreamweaver & Web Construction Basics <b>Resource:</b> DW	<b>In-class:</b> Practice with Dreamweaver,
	<b>Take Away:</b> Understanding Techne and its related concepts as production	<b>Take Away:</b> Beginner's Guide to Websites	<b>Take Away:</b> Dreamweaver Tools Content Container Placement of images & content Links	<b>Take Away:</b> Begin work on website
<b>WED 19</b>	<i>Show &amp; Tell (15 minutes)</i> Catch Up Workshop; <b>Due:</b> Cover Art			
	<b>Take Away:</b> Workshopping			

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Week 5 <b>MON 24</b>	<i>Show &amp; Tell</i> <b>In-class:</b> Prepare for Presentations; Catch Up			
	<b>Take Away:</b> Workshopping			
<b>WED 26</b>	<b>Due:</b> Website & Presentation of	<b>Due:</b> Sketchbook	Finalizing Activities	
	<b>Take Away:</b> Presentations			
<b>FRI 28</b>	<b>Due:</b> Grad Paper to DB by 5:00			

