IST 240 – Section 001
Desktop Publishing Applications
Spring 2015

Instructor: Brad Hagy, Senior Lecturer
School of Information Systems and Applied Technologies, SIUC

Office: ASA Building Room 117
Phone: 618-453-8887
e-mail: bradh@siu.edu

Office Hours: Tuesday, Thursday: 9:00 -9:30a.m, 12:15-1:00pm, 3:00-3:30pm Wednesday: 11-3pm

Location: Class room ASA 112D

Meeting Time: Tuesday and Thursday, 3:35.– 4:50p.m.

Course Description:

The course is designed to introduce students to basic and advanced desktop publishing concepts and applications. The student will develop an understanding of terms related to page assembly, topography, and other desktop publishing elements. The student will be able to describe basic desktop publishing design principles and apply them to the creation and production of documents including newsletters, flyers, and brochures. Lectures and lab.

Textbook: No text book required. Supplemental materials will be provided.

Prerequisite: ISAT 229 or equivalent.

Supplies: SIU e-mail address to correspond directly with your instructor. All IST-240 students are required to access Desire-2-Learn (D2L) each week for assignment retrieval, guides, announcements, and other instructional support.

A flash drive of other media to save your work on (16GB) - label your media with your name. A working SIU network ID and password to log into D2L

Desire 2 Learn Site: https://online.siu.edu

COURSE OBJECTIVE:

Upon successful completion of the course, the student should be able to:

1. Explain the publication planning process and basic principles of design.
2. Apply the basics of page assembly including page setup and placement of text and graphics.
3. Apply the basic principles of design to the production of documents.
4. Explain the factors involved in regard to typography including types of fonts and character specifications.
5. Describe the different types of graphic files and the factors involved in modifying them and wrapping text around them.
6. Create templates and style sheets.
7. Produce various documents containing text and graphics including newsletters, flyers, and brochures.
Attendance Policy
Attendance to classes is mandatory. Absence from a class without prior permission from the instructor will result in a deduction of the student’s total grade points received to date for each infraction. If an absence is unavoidable due to health or an emergency related problem, the student is responsible for contacting the instructor at their earliest convenience to ensure arrangements can be made to submit class assignments and reschedule exams. The final exam cannot be rescheduled.

The only exceptions to this policy are if the student is required to attend a university-sanctioned event or observances of major religious holidays. Notification and/or paperwork must be provided at least three class periods in advance of these absences. The University Policy on Accommodating Religious Students can be found in the Undergraduate Catalog, page 494.

Class Participation: Meaningful participation in weekly class discussions are a part of your final grade. This course will be delivered in a discussion group format in which your views, comments and experience are valued.

Classroom Disruptive Behavior Policies
All ISAT classrooms do not allow Food or drink. Inappropriate use of laptops, cell phones, MP3 players, magazines, newspapers during class and any other inappropriate disruptive behaviors will not be tolerated. If disruptive behavior continues after a warning, the student will be told to leave.

General Grading Criteria
All assignments must be neat and professional. As a technical manager or supervisor, professional, clear, and concise written documents are paramount in effective communications. Spelling, grammar, punctuation, ability to analyze situations, and following directions will be stressed and graded accordingly.

Course Homework Assignments: All assignments have deadlines for submission. There will be a due date and time for each assignment. No Late assignments will be accepted.

Class Deliverables / Products and Grading Scale
Deliverables are weekly course assignments to be completed by each student. These deliverables include but are not limited to: selected end of chapter Questions, assignments, and instructor assigned materials. Collaborative work between students for homework assignments is allowed, but each student is responsible for submitting their own coursework. See the definition on Academic Dishonesty for further guidance below.

Deliverable / Product Submission Requirements
Course submissions of deliverables and product(s) will be submitted in either a MS Word or Excel format. Use of other word processing formats may distort and/or provide unreadable content. Assignment submissions will be preferably uploaded to D2L as an attachment by the required assignment due date and time. All assignment submissions will have your name on the assignment. Example: Lastname Firstname Assignment. Failure to do so will result in 0 points for the assignment. Each student will be responsible for making sure that the uploaded material is loaded in D2L. Specific document submission layouts and formats will be provided for each deliverable / product.

- When corresponding via email, you must include a subject line with the following format “IST 240-001, Your Name, Reason for Message”. E-mail Correspondence that does not follow this format will be filtered directly to my Junk/Spam folder.
- If you have any questions about the manner of submission for each assignment, ask on the day you receive it to avoid losing points for disorganized work.
GRADING:

Final course grades will be based overall number of points earned for assigned coursework, which will include, but will not be limited to the following: Exams and assignments for each chapter/supplemental material. Points vary. It is important to note that this instructor strongly believes that excellence in performance should be pursued and recognized. Students that routinely perform beyond the scope of the assignment will have bonus point opportunities. Many assignments will have this potential. Creative, enthusiastic work will be noticed and rewarded.

Submission of Assignments:

- There will be assignments/projects that will be announced and discussed in class.
- Paper - Assignments must be submitted immediately BEFORE lecture begins on the day the assignment is due unless otherwise stated in class.
- Electronic - Assignments must be submitted prior to time announced as Due on the day the assignment is due.
- Plan to spend approximately three/four hours each week working on routine assignments.

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Deliverables / Products</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Class Participation and Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>B</td>
<td>Class Assignments</td>
<td>25%</td>
</tr>
<tr>
<td>C</td>
<td>2 Exams</td>
<td>10%</td>
</tr>
<tr>
<td>D</td>
<td>Final Portfolio</td>
<td>50%</td>
</tr>
<tr>
<td>F</td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
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INC = Only in extreme circumstances. Refer to page 32 in the Undergraduate Catalog.

Final Exam – December 11th, 2:45-4:45pm, ASA 112D

Students are responsible for in class discussions and all information including new assignments, schedule changes and announcements made during class, attendance, and participation are extremely important.
Exams & Topics

Exams will be announced at least two weeks in advance, and will be held during one of the original class times. There will be NO make-up exams. (The last exam consists of developing a portfolio of original and revised documents. You will also be required to give a presentation of your final document). You will earn points by creating documents using various popular desktop publishing applications. Primarily the adobe Creative Suit 5.

1. Planning and Creating Publications
   A. Publication planning process
   B. Design principles and concepts
   C. Placement of graphics and text

2. Working with and Formatting Text
   A. Importing and placing text
   B. Manipulating text blocks (threading and unthreading text)
   C. Using the story editor
   D. Applying multiple formats to text and using control palette
   E. Creating and editing tables
   F. Changing spacing, tabs, indents, etc.
   G. Using bullets and other features

3. Working with Multiple Pages
   A. Planning newsletters
   B. Creating master pages
   C. Using and defining styles

4. Working with Graphics
   A. Changing line weights and styles
   B. Cropping graphics
   C. Rotating, stacking, skewing, and reflecting objects
   D. Wrapping text around a graphic
   E. Using Frames
   F. Linking graphics

5. Working with Color and Creating Brochures
   A. Applying color to text and graphics
   B. Editing colors
   C. Designing brochures

6. Creating Miscellaneous Documents

Note: Topics will be interspersed throughout each unit.
IMS Policy on Academic Dishonesty
Approved 3/30/01

The Student Conduct Code of SIU clearly spells out the University policy on Academic Dishonesty. Courses involving the use of the computer require extra consideration, because computer work is easily copied. This departmental policy is intended to provide additional guidelines for such cases. A copy of this policy will be included in the departmental student handbook and will also be available on the IMS website. Each faculty member will have a copy for his or her own use and for distribution to students.

Definition of Academic Dishonesty

We define academic dishonesty to mean turning in material created by someone else and representing it as your own work or permitting others to represent your work as their own.

The following guidelines may be used to help in determining whether or not academic dishonesty has occurred:

1. The student turns in work (i.e., computer work) that is identical to or extremely similar to work turned in by another student or students, unless identical work is the expected norm.
2. When confronted, the student cannot explain the details of his or her work and the methods used to arrive at the solution.

Some Examples:

Academic Dishonesty has occurred:

- When a student turns in work created by someone else and represents it as his or her own work.
- When a student permits someone else to turn in his or her work and represent it as his or her own work.
- When a student copies work from another student.
- When a student copies answers from another student on a quiz, exam, or test.
- When a student uses notes or materials of any kind during a quiz, exam, or test (unless it is announced by the instructor as “open notes” or “open book”).
- When a student deliberately changes parts of computer work in an attempt to disguise the origin.
- When two or more students collaborate on a project that is supposed to be completed individually.

Academic Dishonesty has not occurred:

- When students have the instructor’s permission to collaborate on a project.
- When students receive appropriate help from instructors, graduate assistants, or other staff members involved with the course.
- When students help each other with syntax errors or other application-specific information that makes computer work easier.
- When students participate in a general discussion about the assignment, such as discussing the requirements for the assignment or general strategies for completion of the assignment.

Penalty for Academic Dishonesty

First offense: from a zero on the specific lab/assignment/project/exam to course grade of F.

Second offense: from course grade of F to suspension from the department.

Third offense: permanent suspension from the department.

Records of academic dishonesty will be maintained in the student’s file in the departmental advisor’s office, as well as in a master academic dishonesty file in the department chair’s office. When an incidence of academic dishonesty occurs, the faculty member will meet with the department chair to discuss the situation and determine the appropriate penalty.
**Emergency Procedures.** Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at [www.bert.siu.edu](http://www.bert.siu.edu), Department of Safety’s website [www.dps.siu.edu](http://www.dps.siu.edu) (disaster drop down) and in Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**Resources for additional academic help** – Writing Center, Learning Support Services, tutoring, DSS services, etc. Two examples:

**Supplementary Assistance:** With the cooperation of SIU’s Disability Support Services (DSS), each student who qualifies for reasonable supplementary assistance has the right to receive it. Students requesting supplementary assistance must first register with DSS in Woody Hall B-150, (453-5738) or [http://disabilityservices.siu.edu/](http://disabilityservices.siu.edu/)

Notice: If you have any type of special need(s) or disability for which you require accommodations to promote your learning in this class, please contact me as soon as possible. The Office of Disability Support Services (DDS) offers various support services and can help you with special accommodations. You may wish to contact DDS at 453-5738 or go to Room 150 at Woody Hall to verify your eligibility and options for accommodations related to your special need(s) or disability.

**SIU email policy**
[Official SIU Student Email Policy](http://policies.siu.edu/policies/email.htm)
[SIU Student Conduct Code](http://policies.siu.edu/documents/StudentConductCodeFINALMay32011.pdf)

**Saluki Cares**—The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. To make a referral to Saluki Cares click, call, or send: [http://salukicares.siu.edu/index.html](http://salukicares.siu.edu/index.html); (618) 453-5714, or siucares@siu.edu.
SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and
gender is a Civil Rights offense subject to the same kinds of accounta-
bility and the same kinds of support applied to offenses against other
protected categories such as race, national origin, etc. If you or someone
you know has been harassed or assaulted, you can find the appropriate
resources here: http://safe.siu.edu

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http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a
safe and healthy environment for study and work. We ask that you
become familiar with the SIU Emergency Response Plan and Building
Emergency Response Team (BERT) programs. Please reference the
Building Emergency Response Protocols for Syllabus attachments
on the following pages. It is important that you follow these instructions
and stay with your instructor during an evacuation or sheltering
emergency.

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different
cultures and sub-cultures, and representing all strata of society,
nationalities, ethnicities, lifestyles, and affiliations. Learning from and
working with people who differ is an important part of education as well
an essential preparation for any career. For more information please
visit: http://www.inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on
campus and math labs. To find more information please visit the Center
for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and
faculty. To find a Center or Schedule an appointment please visit
http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office's main focus is to ensure that the university complies with
federal and state equity policies and handles reporting and investigating
discrimination cases. For more information visit:
http://diversity.siu.edu/

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
ADVISEMENT: http://advisement.siu.edu/
SIU ONLINE: http://online.siu.edu/

Spring 2015 R.O'Rourke