

A_{dobe} InDesign CS5

Welcome

Welcome to the online “Adobe InDesign CS5” course offered by Vancouver Island University. Have fun with it. If this is your first on-line class experience, be prepared for an entirely new type of learning and a different way of communicating with your classmates.



It was more than 30 years ago that my love of writing and interest in graphic design lead me to produce my first newsletter... a small employee newsletter for a construction firm. In later years, while working as office manager for an architectural and interior design firm, I worked on many projects including newsletters, marketing brochures, advertising campaigns, and project proposals.

I grew up in Winnipeg, where I earned a degree in Social Work (1972). Later, after moving to Vancouver, I studied at BCIT part-time, and earned a degree in Human Resource Management (1993). Over the years I have worked for a number of large corporations and local government in the areas of accounting, law, human resources and communications.

I began teaching part-time at BC Institute of Technology in 1994. Over the course of ten years that teaching schedule grew, until I was teaching Scanning/ Colour Correction, PhotoShop, Illustrator and InDesign. For five years I worked extensively with the FAS/E Support Network of BC doing research, writing, and graphic design work, including the production of a quarterly 24-page newsletter. Several years ago I completed the design/layout of a 170-page book on fetal alcohol syndrome, and the research and writing of a 1,200 page technical manual on this same topic.

I moved to Gabriola Island in 2000. I have worked with Islands Trust, the Arts Council, the local newspaper (*Gabriola Sounder*), and have also done some work for a local book publishing company. I do some private tutoring, and have a small client base who I design print material for. I am also the Manager of the Gabriola Island Chamber of Commerce/Visitor Centre, a position I secured after three years as a director. (It is true, volunteering can lead to a full job position!)

The nature of the residents of Gabriola Island (“The Isle of the Arts”) has presented me with many new opportunities... creating promotional material, brochures and posters for local artists. I look forward to teaching this and several other courses on-line, from the comforts of my home, surrounded by my always entertaining cats, Tigre and Biscuit (ps Most of my typing errors are as a result of working around a sleeping feline, or at least that is what I tell everyone.)

Getting started

During this course you will be asked to complete various assignments in InDesign. Each week you'll start a new InDesign file in which you'll get to practice what you learn, and get creative with your own text and graphics. Start a paper file that contains things like newsletters, advertising brochures (i.e., travel brochures), posters, local newspapers, reports, training manuals, organizational charts, service bureau request forms, catalogues, menus, surveys, invoices, purchase orders, and printed material of any kind that you think is inspiring. These are great examples of many of the types of documents created in InDesign. I use InDesign in all of my work, all the time. It has become invaluable to me.

Our Moodle classroom

Our Moodle space is our online classroom. Here you'll find the following:

News Forum – The news forum is a general discussion forum used for the delivery of class news and events. Check here for any date changes or news of general class interest.

Course Syllabus - You are currently reading the Course Syllabus. It will be posted in your online classroom to give you an overview of the online classroom setup and the week-by-week schedule for your class.

Water Cooler - The Water Cooler is a discussion area used for non-course-related topics.

Lectures – delivered as pdf's, these should be easily viewable. If you have any problems, please let the instructor or administrator know.

Additional Reading - Over time students have asked for additional reading or expansion on certain topics. Please read this material if it is of interest to you, or if it is a required reading assigned by your instructor.

Web Page Links/Resources - Related links. Visit them for even more information.

Assignment and posting of assignment instructions – The Assignment area is where you will upload your completed assignments. If more than one file is required, you will need to zip them before uploading.

Sample files – There may be sample files included related to your weekly lesson or assignment.

Discussions – Be sure to visit the Discussion area for each week's lesson. Topics may be posted for each week's lesson, although often the topic of discussion will be replies to your questions. . You will be expected (as part of your grading for the course) to contribute. For more information on what's expected here, see the 'Grading'.

Course description

Course Title:	Adobe InDesign CS5
Session:	January 2012
Instructor Contact Info:	Carol Ramsay via email only using Moodle class email.
Technical Support:	Online Development Team, Vancouver Island University, Nanaimo, online@viu.ca
Administrative Support:	Julie Hewitt Clarke, Manager, Continuing Education, Vancouver Island University, Powell River Campus, Julie.Clarke@viu.ca ; 604-485-8032 (Powell River); 604-485-2868 (fax); 1-877-888-8890 (toll-free).

This on-line course offers a practical introduction to using Adobe InDesign CS5. This course will provide you with valuable hands-on practice with this powerful document design and page layout program.

Leading magazines, publishing companies, newspapers, ad agencies, design firms, and individual designers have moved to using InDesign. It's perfect for everything from small projects like posters or brochures to textbooks, novels, training manuals and more.

InDesign uses many of the same tools as PhotoShop and Illustrator and integrates perfectly with these applications. InDesign delivers fast production workflows and a fluid creative environment for designing professional layouts with sophisticated graphics and typography.

Learn how to set up new documents; create margins, columns, guides and rulers; create and edit master pages and templates; create frames for graphics and text; use feathering, shadows and corner effects; organize elements in the layers palette; create colours, tints and gradients; learn about importing, pouring, flowing and autoflow of type; edit and format type. Learn typography basics and about Open-Type Fonts; create paragraph and character styles; manage links and libraries; learn how InDesign integrates with Illustrator, Photoshop, Acrobat; import content from Microsoft Office; create functional and editable tables and forms. Learn about Pre-flight and how to package your document for your service bureau and create web and press ready PDF files.

In this highly interactive course, you'll gain valuable experience with InDesign's many tools and you'll learn valuable techniques you can use in either Illustrator or PhotoShop as well.

This course is filled with real-world assignments that will challenge you and help you hone your new skills. And you'll be free to work at your own level, whether you're just getting started with InDesign or looking for more practical experience with InDesign CS5.

Text & materials

The instructor will provide a lecture for each topic, and will assign additional reading and assignments from InDesignCS5, Visual Quickstart Guide by Sandee Cohen. The instructor will also provide web and other resources that students may find helpful.

Goals & objectives

1. To introduce students to the intricacies of InDesign, including how to create new documents, book and libraries; use type tools, import graphics, wrap text, use pathfinders, create indexes and table of contents; use the story editor and glyph sets; work with the pen tool; create tables, and prepare files for commercial printing in PDF format.
2. To provide students with an opportunity to work on a wide variety of documents, including the managing of imported graphics. The instructor will provide step-by-step instructions on everything from creating a table of contents to inserting footnotes, to adding hyperlinks and bookmarks.
3. To provide students with the tools and self-confidence to take on any type of document design and deliver it for print or web publication.

Grading criteria & components of a grade

Each student will be graded by earning points for class participation, for assignments, and for the final examination. Grades will be assigned as follows:

97 - 100 points = A+

93 - 96 points = A

90 - 92 points = A-

87 - 89 points = B+

83 - 86 points = B

80 - 82 points = B-

77 - 79 points = C+

73 - 76 points = C

70 - 72 points = C-

65 - 69 points = D

Less than 65 points = Fail

Point distribution

Participation in class discussions: 10 points possible

Students should participate in class discussion by asking questions and/or by contribute at least one thoughtful, quality posting per week (including the response to a classmate). Just logging on and reading other people's postings is not considered participation, nor is mere agreement with others' postings.

Quality of participation is more important than their sheer frequency, length or grammatical form. Quality includes, but is not limited to:

- a) commentary on the lecture for the current topic;
- b) detailed sharing of a student's experience or research relative to the week's topic;
- c) opinions on the topic that are backed with compelling facts and reasoning;
- d) raising questions that help the class better understand the topic, particularly by proposing; and explaining implications that might have been overlooked in the lecture, or in previous discussion.

Quality participation also means conveying your experience, research, opinions, questions or commentary in a professional manner. Comments on projects produced by other students is an important part of the learning process, and the instructor may decide to share these works as part of the overall learning environment. Comments must be made in a respectful and constructive manner. Disagreements among students are expected and often valuable, but they should be expressed tactfully, not in a confrontational tone.

Assignments: 70 points possible

Points per assignment are listed in the Course Schedule, below. Assignment instructions will be found in the assignment instructions found in each weekly outline. Completed assignments should be posted in the Assignments area (or a forum set up especially for sharing assignments) as described in the assignment instructions. Please do not send completed assignments to the instructor's email box. Use InDesign files only when submitting your assignments.

Late assignments will automatically have one point subtracted for each day late, unless prior arrangements have been made with the instructor for late submission due to extenuating circumstances.

Final examination/Assignment: 20 points possible

Instructions for the Final Exam/assignment will be posted in the Week 7 lecture, and are to be submitted through the Final Exam Assignment area by the due date listed in the Final Exam instructions.

Final grade in class

Your unofficial grade in the class will be available to you no later than one week after the class ends, either posted in the 'Grades' area on your course site or emailed to you directly by the instructor.

Feedback Schedule

The instructor will provide feedback and points on graded assignments within one week of the due date of that work, unless otherwise noted in the assignment instructions. Late submissions may take longer. Feedback and points will either be posted online via the 'Grades' area, or emailed to you directly by the instructor. Your official final grade will be sent to you via 'snail mail'.

The instructor does not normally participate in real-time chat discussions, but students are welcome to use this feature on their own.

The instructor normally logs on at least once daily, every day of the week, although she may log on more often than once a day. Exceptions will be posted as an announcement on the Homepage, and will advise of time away from her home office or when working out of town.

The instructor's office hours are anytime via her Moodle email.

Student Conduct

Vancouver Island University students are expected to behave in a responsible manner respectful of the learning environment inside the classroom, whether attending in person or online. This policy applies to all Vancouver Island University campus and off-campus locations where Vancouver Island University sponsored activity is occurring. For further information, link to Vancouver Island University's Student Conduct Code pages.

Course Topics and Assignments

Week 1 Topic: Learn how to navigate the InDesign window, with an overview of the many tools and panels. Learn how to start a new document, use master pages, guides and grids, and how to edit preferences. Learn how to work in layers, get text into your document, and create text and graphic frames.

Reading: Instructor's lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week's topics and respond to at least one other student's comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or find it at the end of your Week 1 lecture notes.

Course Topics and Assignments... *continued*

Week 2 Topic: Learn how to work in colour using Swatches and Color panels and the colour picker. Learn how to create a gradient and apply it to text and graphic elements. Study stylizing type including working with the Character and Paragraph panels, create drop caps, shift type off baseline and more. Find information on common desktop publishing blunders, some simple techniques to improve documents and hints on how to work efficiently. Create basic shapes and learn how to change their fill and stroke attributes. Work with the Selection tool, transformation tools, Position tool, and learn how to work with the Link panel.

Reading: Instructor's lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week's topics and respond to at least one other student's comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or the last page of your lecture notes.

Week 3 Topic: Learn how to apply effects to graphics, create specialty frames, find and change text and spell check, work with placed graphics, use the Transparency panel and convert text to frames. Learn about the Pathfinder panel, create compounds paths; learn how to cut paths using Scissors, and create type on a path. Learn how to wrap text around graphics; use tabs and create tables; learn how to use the Pencil, Smooth, Erase and Pen tools

Reading: Instructor's lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week's topics and respond to at least one other student's comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or the last page of your lecture notes.

Week 4 Topic: Use Libraries and Snippets to quicken your work; learn more about fonts, colour and style, typography and create Glyph sets. Learn how to properly use kerning, tracking and leading. Work with character and paragraph styles and paragraph composer. Work with bullets and numbering, hyphenation, and use Paragraph Rules to stylize your type. Learn about aligning to baseline grids, and create reverse type.

Reading: Instructor's lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week's topics and respond to at least one other student's comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or the last page of your lecture notes.

Course Topics and Assignments... *continued*

Week 5 Topic: Create indexes and table of contents automatically, insert footnotes and use the various Insert Character commands appropriately. Learn about layout adjustment, page numbering and style sheets. Learn how to create and use templates and learn how to use the “entire pasteboard” view to your advantage. Learn how to use Object Styles effectively and learn more about type, design and readability.

Reading: Instructor’s lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week’s topics and respond to at least one other student’s comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or the last page of your lecture notes.

Week 6 Topic: Learn more about working with grouped objects and inline and anchored objects. Learn about Books and how to use the Eyedropper and Measure tools. Learn how to edit in Story editor; work more with clipping paths and transparent images and learn how to nest graphic elements. Read about “Creativity” and work with the “Paste in Place” command.

Reading: Instructor’s lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week’s topics and respond to at least one other student’s comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or the last page of your lecture notes.

Week 7 (1/2 week) Topic: Learn about creating hyperlinks and bookmarks. Work with the Bottom tool. Learn how to prepare your file for the printer using Preflight and Packaging and read a selection of what I call “Tidbits” that you won’t find anywhere else. Just little things that can make you life easier.

Reading: Instructor’s lecture in course content and sections from the Quick Start Manual.

Discussion: Pose questions on this week’s topics and respond to at least one other student’s comments on the topics presented in this class or any others that seem appropriate. View assignments submitted by others and ask questions or comment.

Assignment: See Assignments area or the last page of your lecture notes.

Final Exam: 20 marks