Course title – Graphic Design 4: Typography
Course reference number and course – 21571 ARTG 3326 003
Course meeting location – Fox Fine Arts Room 349a (computer lab)
Course meeting times – Mondays and Wednesdays – 1:30pm to 4:20pm

Instructor Contact Information
Name – Professor Anne M. Giangiulio
Office room # – FOXA 347
Office hours – Mondays and Wednesdays – 12:00 pm–1:00pm or by appointment
Phone – 915–747–8612
Email – amgiangiulio@utep.edu

Instructor Introduction
Professor Anne Giangiulio was born and raised in Wayne, PA. She received a BA in English from Villanova University. After serving in the Peace Corps in Cape Verde, West Africa, teaching English as a Foreign Language, she returned to Philadelphia and attended Temple University’s Tyler School of Art, where she received her MFA in Graphic and Interactive Design. In the Summer of 2004 Giangiulio taught a Summer design workshop for Tyler School of Art Temple University’s Tokyo, Japan campus. Since moving to El Paso in 2004, Giangiulio has been the recipient of many Gold and Silver ADDY awards from the Advertising Federation of El Paso and received honorable mention in the 9th International Biennial of the Poster held in Mexico City in 2006 and was a finalist in 2008 and 2010. In 2009 she was invited as one of only 100 designers worldwide to participate in the poster exhibit Voices in Freedom sponsored by the International Biennial of the poster in Mexico City. In 2021 she won first place in the Annual Report category for the Ysleta del Sur Pueblo 2019 Year-End Report for the Ysleta del Sur Pueblo in the PRINT Awards, sponsored by Adobe. In addition to designing STUFF, Anne LOVES traveling—favorite trips include Tibet, Nepal, and Italy. She also enjoys hanging out with her husband, daughter Lucia (pronounced the Italian way (Lu-chee-yah) and son John. My portfolio site: www.annegiangiulio.com ***Check out my abbreviated portfolio and other UTEP Dept. of Art professors’ portfolios as well as student work at www.utep.edu/arts***

Course Description
ARTG 3326 Graphic Design 4: Typography -This course provides basic information regarding various technical problems faced by the graphic designer in terms of typography and page layout. It is a further investigation of effective visual communication with emphasis on typographic problems, such as typography/letter form, symbol design, setting body copy, and headline types; combining type with symbol and layout of the page. The Blackboard course style can be described as a studio/lab with demonstrations, lectures and outside-class work time. This course will require significant additional work time outside of class. Students should anticipate spending at least 6 hours in class per week and an additional 6 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 3306 Graphic Design 3 and Foundation Design course work.

Course Prerequisite Information
Students taking ARTG 3326 Graphic Design 4: Typography are required to have a foundation understanding of the Elements of Design, the Principles of Composition, Style, and Content. Additionally, students must have developed fundamental drawing skills and a survey base knowledge of Art History. These skills and knowledge sets are provided through the Department of Art’s foundation course sequence including: required prerequisites ARTG 1306, ARTG 2306, ARTG 3316, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Student’s seeking a prerequisite waiver must contact the instructor.

Course Goals and Objectives
Goals and objectives targeted in ARTG 3326 Graphic Design 4: Typography include:
- Execute several projects (catalog—with a focus on typography and setting large amounts of copy, a poster, logo, etc.)
- Plan a project from beginning (research) to middle (participation in critiques) to end stages (craftsmanship & execution)
- Utilize the knowledge you have gained in previous classes in terms of design principles (like hierarchy, scale, etc.) in order to create designs that are clear and useful to an audience and fulfill a need for a client or purpose / goal you want to achieve.

Course Outcomes
Students who complete this course will have:
- Experience and fundamental competency in planning and designing catalogs and brochures for a diverse group of clients.

*Note: Competency is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well you understand and use a process or skill. Confidence is defined as a student’s willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student’s progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

Assignments
ARTG 3326 Graphic Design 4: Typography is designed around 4 central projects that include:
- Assignment 1 Technical Assignment to learn the features of the page layout program Adobe InDesign
- Assignment 2 History of Design Museum Catalog. Students are required to heavily research a topic in the history of graphic design and apply that research to the task of designing a fictitious museum catalog, utilizing InDesign and a grid displaying competency laying out body copy + imagery in an organized and artful way.
- Assignment 3 A poster project. Poster topic is at the discretion of the instructor (for a UTEP entity or another topic in the history of graphic design)
- Assignment 4 TBA each semester, may be designing a logo (this may include several elements applying the logo to create a unified campaign), for a real-world client.

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 4 assignments must be submitted in a completed condition at the time of the project grading critique. Grades established for these 4 primary project assignments will constitute 60% of the final course grade.
Grading Standards and Criteria
Evaluation of student performance for this course is based upon the following criteria:
- All grades are calculated using percentages and converted into letter grades according to the following scale:
  90% & above = A - excellent quality work
  80% & below 90% = B - above average work
  70% & below 80% = C - average work
  60% & below 70% = D - below average work
  Below 60% = F - unsatisfactory work, failing

Specifically you will be evaluated upon:
- Quality of final work
- Impeccable craftsmanship (includes correct file preparation and formatting for Blackboard class and final presentations)
- Creative concepts / thinking
- Deadlines met in all stages of projects from first sketches through finals
- Attendance and punctuality
- Participation in critiques

Assignments will be given due dates for completion and grades will be given for each assigned task. Late work is not accepted. Improvement in technique and concept is expected along with a high degree of craftsmanship and professionalism.

A signifies that the student has submitted work of the highest possible quality in both concept and execution, has met deadlines throughout the class, has arrived on time (and not left early), and missed no more than 2 classes, and participated in critiques.

B signifies that the student has submitted work of good quality overall or that the student, though excellent in one area, is somewhat weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

C signifies that the student has submitted work of average quality overall or that the student, though good or excellent in one area, is significantly weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

D signifies that the student has submitted all of the assignments with work of below average or poor quality overall and/or has missed deadlines, missed or was late 3-4 classes, came to class without work, did not show progress and/or desire to improve.

F signifies that the student has failed the course for reasons outlined above.

For your final review you must bring your final, completed projects along with all your sketches. Failure to show up for your review will result in a failing grade.

If you wish to know your grade standing at mid-semester (after the sixth class week) please let me know. Be prepared to show all of the work you have submitted for class up to that point in time, including sketches.

Materials and Personal Equipment
Students Taking ARTG 3326 Graphic Design 4: Typography will need to purchase materials and some basic equipment in order to successfully complete this course.

Equipment:
- Best to utilize the free UTEP OneDrive for file storage, or USB Flash drive(s), External hard drive, other cloud subscriptions, to store your digital files.

Materials:
Students will be responsible for supplying:
- An unlined sketchbook (at least 8.5 x 11” in size) in which to sketch ideas, and also in which to take notes.
- A folder or pocket in your sketchbook in which to keep class hand-outs/assignment sheets.
- 100 sheet box of Epson photo quality ink jet paper. Get the Super A3/B size (13”x19”, Epson product code #S041069-L). No glossy paper. You can order it online at www.epson.com and usually cheaper at www.bhphotovideo.com ($38.67 with free shipping). As always, shop around. EVERY assignment should be saved for BOTH print AND DIGITAL formats.
- For print presentation, for your eventual PRINT PORTFOLIO, You would always mount your projects on black on black (black on both sides) matboard, using your self-healing cutting mat, a metal ruler/straightedge, Xacto knives/blades, with tracing paper, artist tape (at least 1/2” in width), spray adhesive, etc. So you will need these supplies beyond this class.
- Adobe Creative Cloud: The Adobe Creative Cloud program collection will be available to students of this course provided by the University at no additional cost. If you have not already done so, please check your UTEP E-mail and look for an e-mail with the Subject Line “Access is Granted. Enjoy Creative Cloud All Apps now.” If you have not received this e-mail, please contact UTEP Technology Support at helpdesk@utep.edu for further assistance.


In addition there are many books on graphic design and typography on the fourth and fifth floors of the UTEP library. Please take advantage of them! Design magazines such as Print, How, Communication Arts, and Graphis also have student discounts you can check out online. The UTEP library also subscribes to them, the latest issues could be found on the 2nd (main floor), walk left after going through the lobby café. Be sure to check to see if the book is available in the library FIRST (by searching in the "MinerQuest Search" or "Classic Catalog").

REQUIRED E-MAIL SUBSCRIPTION: Please subscribe to receive "The Daily Heller", a column written by Steven Heller to whatever e-mail address you actually check daily (this should be your UTEP e-mail address). BTW, I will not accept the excuse "my UTEP mailbox doesn't work because it is full"...it is your responsibility to clean it out in case I send out class e-mails throughout the semester. Steven Heller has been writing for PRINT magazine since 1982. He is the co-chair of the MFA Designer as author program at the School of Visual Arts. For 33 years, he was an art director at The New York Times. He has authored or contributed to more than 100 books on design and popular culture. Logon to: http://www.printmag.com/newsletter/ and subscribe to get into the design world.
Attendance and Participation
Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform to required standards will result in strong grade penalties and can cause failure of this course.

Attendance Policy
Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course. Your regular attendance is required and roll will be taken each class period. It is important that you attend each class and on occasion, bring materials to class with which to work. Ideas discussed in lectures, demonstrations, slides, and critiques are impossible to make up. Students are encouraged to stay and work after class. Grades will be lowered by excessive absences.

Late to class (arriving after the roll is taken) constitutes one half of an absence. That is, 2 tardys = 1 absence.

- 4 absences = 1 grade lower (i.e. with 4 absences an A becomes B, D becomes F, etc.). That is, each unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences are excused.
- Five absences will automatically result in a final grade of "F" regardless of the quality of the work and you will be dropped from the class. If you miss five or more classes you may be withdrawn from the course.
- Not presenting work or participating on a critique day = 1 absence.
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and graded as being absent. All students are required to attend class on-time and to remain in class the entire time. Entering class late and leaving early is disruptive to the learning environment.
- Coming to class unprepared or attending class and not working is regarded as absent.
- Information missed during an absence is the sole responsibility of the student.
- DON'T FALL BEHIND AND IF YOU FEEL LIKE YOU ARE, TALK TO ME. If you begin to fall behind at any point during the semester, come see me immediately. Do not wait until the final review to inform me of any problems you may be having.

Course Participation
- SHARE YOUR OPINIONS, DON'T BE SHY
- Participation in critiques is required for this course and will count favorably in your grade. However, participation in critiques will not help the grade of anyone who is not attending all classes and not showing work of an acceptable standard.
- Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.
- Participation in the collaborative group environment of the graphic design studio (aka, this class) is essential to the successful completion of this course.

Class Conduct
- CELL PHONES OFF, OR (for classes held in computer lab) NO CHECKING FACEBOOK, INSTA, EMAIL OR CASUAL SURFING DURING BLACKBOARD CLASS
- If you absolutely need a cell phone for an emergency just leave the ringer off. Texting and surfing distract you from class.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

Class Recordings
The use of recordings will enable you to have access to class lectures, group discussions, and so on in the event you miss a synchronous or in-person class meeting due to illness or other extenuating circumstance. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. A recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. You may not share recordings outside of this course. Doing so may result in disciplinary action.

Late assignments, Make-up Work and Exams
Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor.

Incomplete, Withdrawals, Pass/Fail
- Incompletes or "I" grades will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All "I" grades are at the discretion of the instructor and the approval of the Department chair.
- Students hold the full responsibility for withdrawing from this course if that procedure is elected. Withdrawals must be completed on or before the final date to drop a course with a W. Students missing this deadline will be issued a grade for the performance in the course.
- ARTG 3326 Graphic Design 4: Typography is a grade-based course and is not available for audit or pass/fail options.

Cheating/Plagiarism
Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. FOR PURPOSES OF THIS GRAPHIC DESIGN CLASS, ACADEMIC DISHONESTY INCLUDES TAKING OR TRACING IMAGES, IDEAS OR DESIGNS FROM THE INTERNET OR OTHER DESIGNERS AND CLAIMING THEM TO BE YOUR OWN WORK. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to https://www.utep.edu/student-affairs/oscer/student-conduct/academic-integrity.html for further information.

Disabilities
I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, please contact The Center for Accommodations and Support Services (CASS) in the East Union Bldg., Room 106 within the first two weeks of classes. The Center for Accommodations and Support Services can also be reached in the following ways:
Web: www.sa.utep.edu/cass
Phone: 915-747-5148
Fax: 915-747-8712
E-Mail: cass@utep.edu
Class COVID Safety Protocols STILL IN EFFECT for the Fall 2021 Semester:

COVID-19 PRECAUTION STATEMENT
Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

All faculty, staff and students are required to STAY HOME if they:
(1) test positive COVID-19,
(2) are experiencing symptoms related to COVID-19, or
(3) were exposed to any individual who tested positive for COVID-19 within the last two weeks.

The CDC defines an "exposed person" as anyone who has had close contact (less than 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The close contact with a COVID-19 positive individual must also have occurred within a specific window: 2 days before the COVID-19 positive individual's first positive test and until that same individual meets the criteria for discontinuing home isolation.

When Faculty, Staff and Students Must Self-Report

All faculty, staff and students must REPORT if they:
(1) test positive COVID-19,
(2) are experiencing symptoms related to COVID-19, or
(3) were exposed to any individual who tested positive for COVID-19 within the last two weeks.

The CDC defines an "exposed person" as anyone who has had close contact (less than 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The close contact with a COVID-19 positive individual must also have occurred within a specific window: 2 days before the COVID-19 positive individual's first positive test and until that same individual meets the criteria for discontinuing home isolation.

VENUE: For the Fall 2021 semester, this course is scheduled to meet in person in the designated lab and studio spaces. Please note that if circumstances change, alternative meeting accommodations may be arranged, pending further notice.

COVID PRECAUTIONS: During the current pandemic situation, protective face coverings are strongly recommended. You are encouraged to wear a face covering at all times while on campus, especially indoors and during class. Masks should fit securely over the mouth and nose. You are also encouraged to wash your hands frequently, or use a hand sanitizer. Hand sanitizer stations are available throughout Fox Fine Arts, and sanitizer is always available in the Graphic Design Lab lobby. When using the computer lab, wipe down the keyboard before and after use. Cleaning materials will be available in the lab. When using the computer lab in class or during lab hours, wipe down your personal work areas before and after use. Wash your hands frequently when using common materials and equipment like the printer buttons, computer mice, pens, etc. Use common sense. Do not touch your face eyes or mouth, especially after contact with common use materials and equipment.

Do not come to class if you are ill. Seek medical attention and stay home. This policy applies to any contagious illness including Covid and seasonal flu. Be aware that Information missed during an absence is the sole responsibility of the student. It is the student's responsibility to stay current with missed work and assignments, and to stay in contact with the instructor regarding health status, recovery, and anticipated return to class. Use your UTEP email account to stay in contact.

For complete attendance policy, see Attendance and Participation on previous page.

The UTEP Provost Office has also provided the following COVID-19 Precaution Statement:

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

Syllabus Statement Regarding COVID-19 Accommodations:
Students who use the screening application to report a positive COVID test, exposure or symptoms will not be allowed on campus and may need accommodations. If this occurs, you should contact your instructor as soon as possible so necessary accommodations can be made. If necessary please contact the Dean of Students' Office and the Center for Accommodation and Support Services (CASS), to help provide reasonable accommodations.

Compliance
Because everyone’s cooperation is needed to help prevent the spread of disease, repeated refusal to comply with this policy will be referred to the appropriate University official (Provost for faculty, Human Resources for staff, and Dean of Students for students) and may result in disciplinary action.

I highly encourage mask-wearing, getting vaccinated, and following the CDC guidelines. If you have any symptoms or feel sick—stay home. YOU ARE responsible to communicate with me and stay current with course material. The Department of Art will return to bleach and sanitizer provision protocols. USE THEM in the classrooms and labs. Stay 6 feet apart STILL.

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 or flu-like symptoms. If you are feeling unwell, please let me know as soon as possible via email. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.
BASICALLY...

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

If sick, I want you to remain at home until you can be sure of health risk. I will watch my attendance policy so that sick students are not made to feel that they have to attend class if sick. I will work to help sick students maintain course work as I can. I can only do this if students act in an honest and responsible way and contact me via email / stay in touch if they need to leave for health risk.

If you have tested positive for COVID-19, you are encouraged to report your results to: covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area. For more information about the current testing, vaccination, and booster locations, please visit epstrong.org.
***Course Planning Calendar*** - Mondays and Wednesdays Spring 2022

**January**
- W - 19 - First day of Class: Introduction & **Assignment 1 given:**
  Learning InDesign: 3 Exercises That'll Help
  Assignment 1 work in class
- M - 24 - Assignment 1 work in class
- W - 26 - Assignment 1 work in class + **Assignment 2 given:** History of Design Museum Catalog,
  Class Lecture: History of Design Begin Researching
- M - 31 - Assignment 1 due, Assignment 2 BRING RESEARCH BOOKS TO CLASS & work in class

**February**
- W - 2 - Assignment 2 research & work in class, PAPER TOPIC DUE, SPRING CENSUS DAY. NOTE: THIS IS THE LAST DAY TO REGISTER FOR CLASSES. PAYMENTS ARE DUE BY 5:00 PM.
- M - 7- Work on Assignment 2 RESEARCH PAPER
- W - 9 - Assignment 2 PAPER ON YOUR TOPIC DUE
- M - 14 - ♥ Revision of paper, Class Lecture: The Grid
- W - 16 - Assignment 2 first round of comprehensives, review your work/grid in progress on screen in class
- M - 21 - Assignment 2 second round of comprehensives, review your work/grid in progress on screen in class, Class Lecture: Binding
- W - 23 - Assignment 2 third round of comprehensives, review your work in progress
- M - 28 - Assignment 2 fourth round of comprehensives, revision of paper, etc.

**March**
- W - 2 – Assignment 2 fifth round of comprehensives, review of work in progress
- M - 7 – Work on Catalogs
- W – 9 – Work on Catalogs,
  MID-TERM: assess yourself....how are you doing in this class? Make an appointment with me if you are not sure, or want to talk.
- M - 14 – ***SPRING BREAK–NO CLASS*** (work on catalogs)
- W - 16 – ***SPRING BREAK–NO CLASS*** (work on catalogs)
- M - 21 - CATALOG DUE, Assignment 3 given: History of Graphic Design Posters,
  Homework: Begin research and get reference materials.
- W - 23 - GROUP CRIT. Bring reference materials to crit to show
- F – 25 – Cesar Chavez Holiday –no classes (not a GD4 class day)
- M – 28 – Assignment 3 second round of comprehensives. Work on posters. I will review your work in progress on screen in class
- W – 30 - Assignment 3 third round of comprehensives

**April**
- F – 1 – Course Drop / Withdrawal Deadline (not a GD4 class day) Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.
- M - 4 - Assignment 3 third round of comprehensives
- W - 6 - work on posters
- M - 11 - I will review your work/grid in progress on screen in class.
- W - 13 - Assignment 3 POSTERS DUE, **Assignment 4 Given:** CTB posters? Begin researching, design, etc.
- M - 18 - Assignment 4 first round of comprehensives DUE
- W - 20 – Assignment 4 second round of comprehensives, I will review your work in progress on screen in class
- M - 25 – Assignment 4 third round of comprehensives
- W - 27 - Assignment 4 fourth round of comprehensives

**May**
- M - 2 - Assignment 4 fifth round of comprehensives, Class critique
- W - 4 - Final One-on-One Critiques ***LAST DAY OF CLASS*** Assignment 4 due at this time.

Week of May 9: I am available in my office grading (for any of your questions and further feedback email to meet with me, not mandatory)

* Please note that the above schedule may vary due to the class and issues which all projects incur.
ASSIGNMENT 1a,b, & c: LEARNING INDESIGN: 3 EXERCISES THAT’LL HELP

Acquiring a mastery of the page layout program InDesign takes the same dedication and time as learning anything else, (remember when you couldn’t use the pen tool in Illustrator?!), but with patience and perseverance, you’ll soon be a pro. These exercises are meant to help you get your InDesign feet wet and discover all the amazing InDesign features you need to know in order to lay out a page for a client—be it for a brochure, a trifold, a catalog, etc. That’s right, you would never use a program like Illustrator to lay out a 50-page book, as InDesign was made especially for that purpose. InDesign also gives you the most features and options for working with typography. After you become more familiar with it, you’ll probably find more uses for InDesign that you didn’t even know existed before. In-Lab class lectures are extremely important in order to complete these assignments, DO NOT MISS CLASS AND BE SURE TO TAKE CLEAR NOTES AND ASK QUESTIONS!

Assignment 1a: Wedding Invitation
Assignment 1b: Gettysburg Address
Assignment 1c: Reading Proofer’s Marks

TIME LINE:
Wednesday, January 19
Class Intro / Assignment 1a, b, c given

Monday, January 24
Class in Computer Lab, InDesign demonstration/lecture

Wednesday, January 26
Class in Computer Lab, InDesign demonstration/lecture
work in class.

Monday, January 31
Class in Computer Lab, InDesign demonstration/lecture
work in class.

Wednesday, February 2
Assignment 1 due.

ALL three files will be named in the following manner:
yourlastname_wedding.indd
yourlastname_gettysburg.indd
yourlastname_proofer.indd
(If someone else in the class has the same last name as you, please also include your first initial— i.e. LopezK_wedding.indd)

THEN, you will ZIP the three files together, so you will only be attaching ONE FILE—the zipped file—to your email.
TITLE THE FILE: <YOURLASTNAME>.ZIP

The 3 InDesign files need to be e-mailed to me before class begins on February 2 to be considered ON-TIME.*** I will see the email time stamp telling me if it was sent on time or late. Grade is reduced for late work.

PLEASE, PLEASE, PLEASE pay attention when you are attaching files to e-mail to me (and to clients when you are out in the job world). Send the correct files the first time. Don’t drive me nuts re-sending corrected files two, three or four times. Yes, students have actually done this in the past.
1. File size: 4.5” x 9.5”
2. Margins: .5”
3. Typeface: Use a typeface with a 2-story a and a 2-story g.
4. Set text line for line. Use soft returns to create the line endings. Center text horizontally. Search through your available typefaces to find a glyph that would be appropriate to insert.
5. Justify the text vertically using Text Frame Options. Use shortcut key, Cmd+B (Mac) or Ctrl+B (Windows) to access Text Frame Options—don’t use the context menu.
6. Proof for the following:
   • Typographer’s quotation marks
   • Use of dashes and hyphens
   • Date/times/names correct
   • Spelling/correct copy
   • Turn on hidden characters and check that lines end with soft returns and that there are no double space bands.
7. Type your name and the project number at the bottom of the text as shown in the example. Print the project.

Joe King
and
Bell E. Flopp
eroute you to
share their joy
as they are
united in marriage
on Saturday, May 15, 2005
3:00 p.m.
at the
Winschel-Harris Wedding Chapel
300 North Broadway
Oconomowoc, Wisconsin.

Dinner will be served from
4:30 – 10:00 p.m.
at the
“Blue Eagle” American Legion Hall
301 North Broadway
RSVP—regrets only

Type your name here
The Gettysburg Address
Abraham Lincoln Nov. 19, 1863

Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation or any nation so conceived and so dedicated can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us the living rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain, that this nation under God shall have a new birth of freedom, and that government of the people, by the people, for the people shall not perish from the earth.
Choosing Portfolio Pieces

It goes without saying, that all the pieces in your book should be strong. If 10 pieces that demonstrate your range of abilities is a good starting number. Your first piece should knock their socks off! And the last piece should also leave a great impression.

Choose pieces that are excellent examples of design, use of color and type, and technique. Do not include a poorly-designed piece because of it’s sentimental value. For instance, don’t include your first feeble attempt at a contour drawing from January, 1987, even if you received a grade of A. Poor pieces dilute the impact of an otherwise strong book.
<table>
<thead>
<tr>
<th>Correction</th>
<th>Text Mark</th>
<th>Mark in Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert text</td>
<td>He or to be</td>
<td>To not</td>
</tr>
<tr>
<td>Replace text</td>
<td>To be or not the be</td>
<td>To</td>
</tr>
<tr>
<td>Delete text</td>
<td>It's a beautiful day</td>
<td>3</td>
</tr>
<tr>
<td>Delete text</td>
<td>He's a simple boy</td>
<td>3</td>
</tr>
<tr>
<td>Delete/Close Space</td>
<td>It's a beautiful day</td>
<td>3</td>
</tr>
<tr>
<td>Leave Unchanged</td>
<td>He was hot in error</td>
<td>Steet</td>
</tr>
<tr>
<td>Insert Period</td>
<td>To me. The point is</td>
<td>0</td>
</tr>
<tr>
<td>Insert Comma</td>
<td>Red, white and blue</td>
<td>0</td>
</tr>
<tr>
<td>Insert Colon</td>
<td>Three groups the</td>
<td>0</td>
</tr>
<tr>
<td>Insert Semi-Colon</td>
<td>He said she said</td>
<td>^</td>
</tr>
<tr>
<td>Insert Apostrophe</td>
<td>It's a beautiful day</td>
<td>^</td>
</tr>
<tr>
<td>Insert Quotations</td>
<td>&quot;Wow, she said&quot;</td>
<td>%</td>
</tr>
<tr>
<td>Insert Single Quotes</td>
<td>&quot;Wow, she said&quot;</td>
<td>%</td>
</tr>
<tr>
<td>Insert Parentheses</td>
<td>It was the time of</td>
<td>1 / 3</td>
</tr>
<tr>
<td>Insert Ellipsis</td>
<td>And so it goes.</td>
<td>2000</td>
</tr>
<tr>
<td>Insert Leaders</td>
<td>1999 Wine List</td>
<td>0000C</td>
</tr>
<tr>
<td>Insert Hyphen</td>
<td>He had red, eye</td>
<td>1</td>
</tr>
<tr>
<td>Make Italic</td>
<td>He was not in error</td>
<td>Ital</td>
</tr>
<tr>
<td>Make Bold</td>
<td>He was not in error</td>
<td>It</td>
</tr>
<tr>
<td>Make Bold Italic</td>
<td>He was not in error</td>
<td>Ital + Ital</td>
</tr>
<tr>
<td>Make Roman</td>
<td>He was not in error</td>
<td>Rom</td>
</tr>
<tr>
<td>Make Light Face</td>
<td>He was not in error</td>
<td>Lt</td>
</tr>
<tr>
<td>Capitalize</td>
<td>Sam kennedy said</td>
<td>Cas</td>
</tr>
<tr>
<td>Make Small Caps</td>
<td>He lived in 300 B.C.</td>
<td>Cas + 100</td>
</tr>
<tr>
<td>Cap &amp; Small Cap</td>
<td>julius caesar</td>
<td>Cas + Cas</td>
</tr>
<tr>
<td>Make Lower Case</td>
<td>Sam Kennedy said</td>
<td>Lc</td>
</tr>
<tr>
<td>Make Lower Case</td>
<td>Sam KENNEDY said</td>
<td>Lc</td>
</tr>
<tr>
<td>Superior</td>
<td>E=MC2</td>
<td>3 or sup</td>
</tr>
<tr>
<td>Inferior</td>
<td>Comprised of H2O</td>
<td>3 or + sup</td>
</tr>
<tr>
<td>New Paragraph</td>
<td>To me. The point is</td>
<td>H</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Correction</th>
<th>Text Mark</th>
<th>Mark in Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run On (No New Paragraph)</td>
<td>To me. The point is</td>
<td>No</td>
</tr>
<tr>
<td>Move To Next Line</td>
<td>She could not retire.</td>
<td>Runner Over</td>
</tr>
<tr>
<td>Move Up From Next Line</td>
<td>She could not re-cover from it</td>
<td>Move Up</td>
</tr>
<tr>
<td>Wrong Font</td>
<td>That beautiful day</td>
<td>Wf</td>
</tr>
<tr>
<td>Transpose Letter</td>
<td>He was not after error</td>
<td>Er</td>
</tr>
<tr>
<td>Transpose Word</td>
<td>He was not in error</td>
<td>Er</td>
</tr>
<tr>
<td>Move Text</td>
<td>He tried to call her (immediately)</td>
<td>Er</td>
</tr>
<tr>
<td>Center Text</td>
<td>The End</td>
<td>Center</td>
</tr>
<tr>
<td>Indent Text</td>
<td>In the beginning</td>
<td>Indent</td>
</tr>
<tr>
<td>No Indentation</td>
<td>In the beginning</td>
<td>Flush</td>
</tr>
<tr>
<td>Move Text Right</td>
<td>1999 Financial Plan</td>
<td>1999 Financial Plan</td>
</tr>
<tr>
<td>Move Text Left</td>
<td>1999 Financial Plan</td>
<td>1999 Financial Plan</td>
</tr>
<tr>
<td>Lower Text</td>
<td>She has a big heart</td>
<td>L</td>
</tr>
<tr>
<td>Raise Text</td>
<td>She has a big heart</td>
<td>R</td>
</tr>
<tr>
<td>Align Text/Col. Vertically</td>
<td>To me and the others. The point is that</td>
<td>V</td>
</tr>
<tr>
<td>Align Horizontally</td>
<td>She has a big heart</td>
<td>Align</td>
</tr>
<tr>
<td>Add Space</td>
<td>She has a big heart</td>
<td>#</td>
</tr>
<tr>
<td>Close Up Space</td>
<td>She has a big heart</td>
<td>C</td>
</tr>
<tr>
<td>Equalize Space</td>
<td>She has a big heart</td>
<td>Eq #</td>
</tr>
<tr>
<td>Spell Out</td>
<td>She weighed 200 lbs.</td>
<td>Ap</td>
</tr>
<tr>
<td>Insert EM Dash</td>
<td>Space, the final frontier</td>
<td>F</td>
</tr>
<tr>
<td>Insert Leading</td>
<td>He tried to call her but she was not home</td>
<td>G</td>
</tr>
<tr>
<td>Decrease Leading</td>
<td>He tried to call her but she was not home</td>
<td>Reduce G</td>
</tr>
<tr>
<td>Remove Unwanted</td>
<td>But she was not home</td>
<td>X</td>
</tr>
<tr>
<td>Add Rule</td>
<td>The Big Chill</td>
<td>2 pt rule</td>
</tr>
</tbody>
</table>
There are 12 points in 1 pica.

For many, the measurement system of choice for typesetting and publication design is picas and points.

- A **point** is a unit of measurement that is the standard for measuring type and is used for measuring depth of printing. One point is equal to .013836 of an inch and 72 points are approximately 1 inch.

- A **pica** is a typesetting unit of measurement commonly used for measuring lines of type. One pica equals 12 points. There are 6 picas to an inch.

- A standard US letter size page is 8.5 by 11 inches or 51 by 66 picas. (6 picas are approximately 25 mm)

- The letter p is used to designate picas as in 22p or 6p. With 12 points to the pica, half a pica would be 6 points written as 0p6. 17 points would be 1p5 (1 pica = 12 pts, plus the leftover 5 pts).
Tell me a little bit about yourself:

NAME ........................................................................................................................................

DATE OF BIRTH (mm/dd/yyyy) ...................................................................................................

STREET MAILING ADDRESS ........................................................................................................

TELEPHONE # ...........................................................................................................................

E-MAIL (UTEP & non-UTEP addresses) ........................................................................................

(all UTEP students are required to have a UTEP e-mail address to receive official university announcements. I will also occasionally need to make announcements to the entire class via UTEP webmail and you'll be responsible to check it on a regular basis. If it is full, act like a grown-up and CLEAN IT OUT! If you do not already have a UTEP e-mail account, establish one immediately and inform me of that e-mail address ASAP.)

1.) Why are you taking this class?

2.) Who is your favorite graphic designer?

3.) What is your favorite band(s)?

4.) What is the last book you read?

5.) What is your favorite / most used emoji?

6.) What is your favorite website(s) / online store / app?

7.) How do you get your news / stay abreast of current events (which specific sources—i.e. Don't write “online”)?

8.) What is your favorite movie(s)?

9.) Response is OPTIONAL HERE: Are you vaccinated? Why or Why not? AND what is the most impactful way COVID has changed your everyday life:

10.) Tell me one more interesting fact about yourself (use flip side if you need more space):
Graphic Design 4 syllabus acknowledgement and course contract acceptance (Feel free to take a pic of this page, complete it on your phone, and then email the signed pic to my email)

Course – 21571 ARTG 3326 003  
Semester – Spring 2022  
Instructor – Anne M. Giangiulio

I have received and reviewed the attached syllabus. I have had the opportunity to ask questions for clarification and I understand and agree to the conditions of this syllabus.

Name (print clearly) ________________________________________________________________

Signature   ______________________________________________________________________

UTEP Student ID #: 800  _____________________________________________________________