

# eng 5420 **Publication Production**

## course info

cheryl e. ball, instructor  
rwst 420a, office hours by appointment  
electronic office hours 3-4 t/th  
cball@english.usu.edu  
aim: famouspoundcake

## required texts

*Visual Quickstart Guide to InDesign*  
*The Non-Designer's Scan & Print Book*  
various PDFs, to be printed from course site

## supplies

one DVD+-RW, purchasable from *moi*

## optional texts

*The Non-Designers Type Book*  
*The Non-Designers Design Book*

## lab access

your payment of the lab fee (\$35) supports the purchase of all the hardware/software needed for this course, as well as the lab consultants and technicians who support your academic work in the English Department. The lab is available during open lab hours for your use.

## attendance

mandatory. more than four absences (excused or not) will result in a two letter grade reduction. two lates (after I call roll) results in one absence, unless you inform me immediately *after class* of your presence.

## grades

your grade is based on two individual projects and one group project as well as on participation in discussions and attendance. late work (i.e., work not turned in *during class time* on the due date, or emailed work when print work is requested) will not be accepted. (*con't. on back*)

## January

- 11 syllabus overview  
Syllabase introduction  
discussion of Project #1  
desktop printing vs. commercial publishing  
*hw: reading on design & typefaces (Cpt. 6-9 NDDB)*
- 13 typeface discussion  
business card review  
*hw: read logos/ letterhead chapters (Cpts. 6-7 RWDW)*  
*storyboard card & letterhead design*
- 18 discuss business card designs  
using Illustrator for logos  
print-graphic basics  
finding clip-art & fonts  
*hw: reading on preparing graphics for print (Cpts. 5-8 NDSP)*
- 20 InDesign basics  
points/picas/petcetera  
business card handouts  
*hw: put designs into InDesign*
- 25 guest speaker: Davina Pallone, DharmaTech  
*hw: finish collateral material*  
*read "Looking Like Books," Chapt 1, OBD*
- 27 looking at collateral designs  
Project #2 overview  
looking at *Scribendi*, past issues  
*hw: read on book design insights, OBD, pp. 35-78*

## February

- 1 guest speaker: Michael Spooner, USU Press  
*hw: read Chapt. 1 NDSP*  
*go to library and write design specs two litmags*
- 3 litmag genre  
goal setting/pre-press for *Scribendi*  
InDesign Type features for storyboards  
(placeholder, placing, text wrap, styles, etc.)  
*hw: storyboard two designs for Scribendi in InDesign*
- 8 review storyboard options  
choose (NGT) top five designs  
working with clients/selling designs  
*hw: bring clean copies of chosen designs*
- 10 meet with clients to review design options  
*hw: tweak chosen design*  
*read Ron Costley interview, OBD*  
*read Cpt. 3 NDSP on commercial printers*
- 15 getting estimates  
sample estimates  
choosing work groups  
*hw: write up sample estimate, one per group per company*  
*email to Cheryl by 5pm Wednesday*
- 17 field trip: Publication Design Production
- 22 no class meeting  
meet with clients re artwork & estimates  
*hw: read Chapt. 12-15 NDSP*
- 24 guest speaker: Chris Cokinos, *Isotope*  
*hw: set up section templates*

## March

- 1 review text files for *Scribendi*  
pairing text and art  
arranging order of litmag  
*hw: import text files into group folders*
- 3 working with art files  
*hw: import art into group folders*  
*start placing art and text into templates*
- 8 work on layout & cover/TOC  
grouping objects  
printing/exporting from InDesign  
*hw: finish layout & cover/TOC*  
*print 5 copies*
- 10 group-exchange proofing  
*hw: correct errors*  
*print 1 copy for Cheryl by noon Friday*
- 15 Spring Break
- 17 Spring Break
- 22 fix errors  
*hw: print proofs for client*  
*have Cheryl preview proof*  
*deliver to client*
- 24 fix errors  
compile book  
pre-flight  
packaging  
*hw: deliver to printer*
- 29 marketing/publicity
- 31 blue lines

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**special needs** The Americans with Disabilities Act states that “Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program. If a student has a disability that will likely require some accommodation, the student must contact the instructor and document the disability through the Disability Resource Center.”

**sex harassment** Sexual harassment is defined by the Affirmative Action/Equal Employment Opportunity Commission as any “unwelcomed sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature.” If you feel you are a victim of sexual harassment, you may talk or file a complaint with the AA/EEO Office, located in Old Main, Room 161, or call the office at 797-1266.

## April

- 5 working on publicity for Student Showcase
- 7 review of litmag  
book project wrap-up  
Project #3 overview  
*hw: Project #2 write-up*
- 12 Student Showcase/distribution
- 14 other applications of what you learned  
evaluations
- 19 field trip: Logan newspaper
- 21 in-class Project #3 time
- 26 last day of class  
wrap-up

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### description

as you noticed from the above calendar, the course is focused on print-based production and management strategies. We will cover aspects of printing including pre- & post-press processes as well as develop your working knowledge of relevant software to produce your projects.

### goals

this course addresses the following objectives of the professional and technical writing emphasis in the English Department:

- \* understand ethical issues connected to publishing
- \* use print publication design software
- \* perform in varied roles on collaborative teams & overcome teamwork obstacles

Objectives specific to this course include

- \* to produce useful documents for a client using appropriate software, creating a professional-quality portfolio piece
- \* to effectively work with people who have expertise other than yours to create, revise, and/or edit content for a print document.
- \* to use document production & management techniques from manuscript to delivery
- \* to work with printers and other subject matter experts outside the class.