

# DESKTOP PUBLISHING

# Course Syllabus

We will be working with both Adobe Photoshop and Microsoft Publisher as a tool in the design process.



## Curriculum

Course objectives are achieved through design projects and class discussion. Design projects will focus on publications needed for both business and personal use. Some examples include: business cards, letterhead, newsletters & brochures.

## Tests and Quizzes

Tests and quizzes will be both written and performance.

## Grading

Grades are based on the following scale:

- 90% - A
- 80% - B
- 70% - C
- 60% - D
- Below 60% - U

Every test, quiz and project has a point value. Percentage is calculated by dividing points earned by total points.

## Classroom Expectations

Any classroom behavior that prevents the learning process or endangers the safety of students or technology equipments will not be tolerated. Use of technology is a privilege and should be used for educational purposes. Students must agree to the *Milwaukee Public Schools Acceptable Use Policy*. If a student violates this policy, the student will be subject to administrative discipline and possible removal from class.

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Instructor: Linda Eisenzimmer

414-906-5036

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# Course Vocabulary

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Desktop Publishing

## Design Process

Planning

purpose  
intended audience  
content  
thumbnail

Setup

publication type  
dimension

Execution

text  
images

Critique

Production

paper type & weight

## Design Elements

Value

Line

Color

complimentary  
contrast  
hue  
primary

Space

Texture

Shape

## Design Principles

Unity

proximity  
alignment  
repetition

Balance

Emphasis

focal point  
contrast

Movement

reading path

## Photoshop

opacity  
tolerance  
crop  
filter  
layer

## Project Vocabulary

surreal  
spoof  
morph  
logo  
mirror image