

InDesign (Online) Reg#: V6961

Course Description

Design and prepare projects for printing through the understanding of color management; tools, palettes, menus, text, and graphics; and the efficiencies of creating templates, style sheets, and master pages. Learn one- to multi-color output, image preparation, type and file formats, digital pre-press workflow, printing options, paper, binding, comping and finishing, interacting with vendors, quoting jobs, proofing systems, and press checks.

Instructor: **Lehze Flax**
Email: lehze@flaxland.org
Phone: **917-239-3767**
Office Location & Hours: **Brooklyn, NY**
Monday-Friday, 8am-11am, PST

Hello and welcome!

I'm looking forward to the class and working with you. I am a Graphic Designer with 13 years of experience in collateral, book, exhibition, and creative design. I run a freelance studio, Flaxland, serving numerous cultural, non-profit, and corporate clients nationwide. Formerly I was the designer at the Museum of Contemporary Art San Diego, where I worked with 2x4 in New York to launch a new identity, and continued to design all exhibition graphics, signage, and collateral materials for the Museum. Past clients include Yale University Press, Rizzoli International, Benjamin Cummings, SITE Santa Fe, The Santa Fe Opera, and Lannan Foundation. Since my arrival to NY in 2007, I have done work for Goldman Sachs, Sony Style, Nesbit Systems Inc., Nature Sounds Recording, and others.

Instructor Expectations & Communications Guidelines

Please do not hesitate to contact me by email at any time. I will check my email several times throughout each day. In addition, you may reach me by phone during my weekday office hours. If you need to speak to me outside those hours, please send an email first and we can arrange a time to talk. I'm here to help you! That said, most questions are useful for others as well, so consider posting them to the discussion forums.

Assignments:

Each week there is a simple exercise which reinforces the information from the videos. There are also long-term projects you will be working on throughout the course; I will ask for progress postings almost weekly. The first type of homework I call 'Exercises'; the second I refer to as 'Assignments', and I ask you to label them accordingly when you submit them.

Course Grading Policies

100 points possible for all course components; grades are assigned based on project completion and participation in the Discussion Forums:

Discussion participation: Total 2 points for each discussion; total 28 points.

Exercises & Assignments: 4.5 points for each Exercise; total 45 points. 3 points for each Assignment; total 27 points.

Policies About Deadlines and Late Work

Managing your work for an asynchronous online course takes some organization, and I understand that outside life interferes sometimes. If your work is posted during the next week, you'll lose twenty percent of your grade for that assignment. After the work is more than ten days late, you will lose 50%, unless you contact me before the work is late. I urge you to contact me early in the 'running late' process so we can try to work out something that will mesh with your schedule—I have a lot of experience with "blocks" and the perils of procrastination, so please let me help you if I can. However, there are no extensions for the class. All work must be turned in by the last day of class.

Course Materials and Resources

Syllabus, PDF file

Suggested Textbook - Real World Adobe InDesign CS5 (or CS4 version), by Olav Martin Kvern & David Blatner; Peachpit Press

External links

Video instruction for each unit

InDesign (Online) V6961 Syllabus

Unit 1 The InDesign Workspace & Basic Navigation; What's New in CS5

Looking at the workspace / Customizing the workspace / Working with panels / Navigating through a document / Tool Bar & Menus / Configuring Preferences and Settings

Unit 2 Creating a Document

Setting Up a Document / custom page settings / Adding, arranging and deleting pages / Placing Files / Save, Save as & Backward Compatibility

Unit 3 Layers, Frames, and Structure

Working with master pages / Layers / Working with text & graphic frames

Unit 4 Working with Type & Text

Basic typography concepts/ Intro to Styles / text frame options / type on a path

Unit 5 Adding Artwork

Placing and Working with Graphics / Creating Graphics / basic Object effects / Links / Applying color

Unit 6 Advanced Formatting, Style Sheets & Tables

Using Style Sheets / Creating and Formatting Tables

Unit 7 Advanced Object Effects

Adding Effects / Adjusting Transparency / Clipping Paths / image file types

Unit 8 Advanced Document Formatting

Sections & pagination / Conditional text / Footnotes

Unit 9 More Than One Way to do Everything

Menu shortcuts / key commands / How to think in Adobe / Improving efficiency

Unit 10 Color & Libraries

Working with Color / Defining printing requirements / RGB, CMYK, and spot colors / Color management in InDesign CS5 / creating and importing Libraries

Unit 11 Updating & Managing Links, Packaging & Printing

Links Palette / Intro to Bridge / Organizing Files / Previewing Separations / Outputting SWF and PDF Files / Using Live Preflight

Unit 12 Interactivity & XML

Interactive Document Export / What is XML? / Exporting to XML / Tips for Working with XML