

2214 Editing and Desktop Publishing

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Writing Center: 10:20-11:20
FALL 2005

Office Hours: T 1-3, TH 11-1
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Course texts

Required:

Camp, Sue. *Developing Proofreading Skills*. Boston: McGraw Hill Irwin, 2005.
Wallraff, Barbara. *Your Own Words*. New York: Counterpoint Press, 2004.
Williams, Robin. *The Non-Designer's Type Book*. 2nd Ed. Berkeley, CA: Peachpit Press, 2005.

Recommended:

Flash Drive. 128mb min.

About this course

If the thought of spending your semester becoming quite intimate with the intricacies of written word sends happy shivers up your spine (or, if the thought makes you cringe, but you still really realize its importance) then this is the class for you. For the first half of this term, class time will be spent in serious devotion to the finer points of the written word. You will be learning about 'global' issues such as clarity, conciseness, elegance, and cohesion as well as more 'local' issues such as punctuation, word placement, and word division. You'll be learning which rules must be followed, and which you have been *told* to follow, but are really more matters of preference and style. Our discussions in the first part of the semester will focus specifically on the challenges of copyediting and writing for professional clients.

But there is more to successfully communicating in today's world than merely mastering words, words, words.

Although it is important to count yourself among those who can write clear, even elegant, error-free prose, written literacy alone can no longer adequately prepare you for participating in today's multimodal communicative environments. Now more than ever, communicators are expected to manipulate the *look* of that writing in rhetorically sophisticated ways—they are expected to shape the appearance of the pages and screens on which their writing appears.

And so, you will also taking a glimpse into the world of typefaces and page layout—you'll be learning about baseline shifts and kerning and hanging punctuation and all sorts of other design strategies that will help make your pages look as professional as possible. In the process of learning such things, you will gain experience with Adobe InDesign, a desktop publishing program that is quickly becoming the industry standard.

Attendance

Because participation is incredibly important in a course such as this, you are allowed **two unexcused absences throughout the term without penalty**. Each additional absence, unless it has been cleared with me in advance, **will cost you 10 points off your participation and professional demeanor points**. As you can see from the grading breakdown, unexcused absences will decrease your grade quite substantially. Even if you absence is excused, you are responsible for handing in

assignments the day they are due. You are also responsible for finding out what was covered in class that day.

Participation and Professional Demeanor

The success of this class depends on our ability to serve as resources for one another. Because of the collaborative nature of this course, you will be receiving a separate participation and professional demeanor grade. This grade will be determined by the quality of feedback you give to your peers and your participation in class discussion. Because the focus of this class is communicating in professional contexts, you will also be graded on your professionalism, which includes meeting deadlines, working collaboratively, and engaging with others in a collegial fashion.

CLASS IS **NOT** OPTIONAL ON DAYS DESIGNATED FOR WORKSHOPPING.

Plagiarism

Plagiarism, of course, is not acceptable. Using another person's ideas, words, research, designs or sentence patterns—whether from written sources, computer programs, or the internet—without proper citation or acknowledgement, even for only two or three words—is plagiarism. If there is any question, it is best to use quotation marks and provide a citation. (modified from the "Honor Code" Office of Student Affairs, McDaniel College, 2001)

Arriving Late to Class

Please, please, please arrive to class on time. When you arrive late, you miss valuable introductory announcements and explanations. Excessive lateness will negatively affect your participation and attendance scores.

Technology Issues

Given the networked nature of the classroom environment, it may be tempting to "multitask" while you are at your computer. (For example, you might be tempted to check e-mail or to instant message a friend during class discussion.) However, I would ask that you refrain from doing this, even if you have finished a particular assignment and are waiting for the class to come back together as a group. Multitasking in this way removes the focus from the important work of the classroom and sends the message that you are not fully engaged in the work of the course.

Point designations

Quizzes (6) 60

Various daily assignments/applications 50

Editing Assignments 90

Professional organization memo	10
Employment memo	10
Social issue reflection	5
Style analysis	15
Developmental edit	15
Digital copyedit	10
Style folder	25

Design Assignments 70

design experiment I	20
design experiment II	20

Final newsletter	70
Final exam	20
Participation and Professional Demeanor	<u>50</u>
Total Points	410

At any point in the semester, you can divide the number of points you have earned by the number of total points possible to determine your average. Here is the breakdown by percentage:

- A 100-91%
- B 90-83%
- C 82-73%
- D 72-64%

Class Schedule

		In-class	Due
1	M 8/29	<ul style="list-style-type: none"> • syllabus explanation • intro to Blackboard • pretests 	
	W 9/31	<ul style="list-style-type: none"> • correct pretest, • application, professional organizations, pairs 	<ul style="list-style-type: none"> • DPES, Ch. 1: Keyboarding Errors • YOW, Ch. 1: My Own Words
	F 9/02	<ul style="list-style-type: none"> • language myths • quiz one 	<ul style="list-style-type: none"> • Professional Organization Memo • DPES, Ch. 2: Spelling and Word Usage • Bring electronic and paper copy of 7-8 page paper • study for quiz one
2	M 9/05	<ul style="list-style-type: none"> • no class- labor day 	
	W 9/07	<ul style="list-style-type: none"> • actions 	<ul style="list-style-type: none"> • DPES, Ch. 3: Capitalization • DPES, Ch. 4: Plurals, Possessives, and Word Division • actions worksheet and folder assignment
	F 9/9	<ul style="list-style-type: none"> • quiz two • nominalization • dictionary choice, blackboard 	<ul style="list-style-type: none"> • YOW, Ch 2: Secrets Dictionaries Know • YOW, Ch 3: Getting the Answers you Want • study for quiz two
3	M 9/12	<ul style="list-style-type: none"> • absent characters • general website references, presentations 	<ul style="list-style-type: none"> • DPES, Ch. 5: Comma Usage • DPES, Ch. 6: Other Punctuation • nominalization worksheet and folder assignment
	W 9/14	<ul style="list-style-type: none"> • active/passive • specialty dictionaries/ yahoo.com 	<ul style="list-style-type: none"> • absent characters worksheet and assignment • YOW, Ch. 4: The Infinite Resource
	F 9/16	<ul style="list-style-type: none"> • compound nouns • search-enginology • quiz three 	<ul style="list-style-type: none"> • active/passive worksheet and assignment • DPES, Ch. 7: Grammar • study for quiz three

4	M 9/19	<ul style="list-style-type: none"> • cohesion 	<ul style="list-style-type: none"> • DPES, Ch. 8: Sentence Structure • compound nouns worksheet and assignment
	W 9/21	<ul style="list-style-type: none"> • concision • bartelby scavenger hunt 	<ul style="list-style-type: none"> • DPES, Ch. 9: Number Style • concision worksheet and assignment
	F 9/23	<ul style="list-style-type: none"> • proofread mark bingo • quiz four 	<ul style="list-style-type: none"> • DPES, Ch. 13: Correcting Inconsistencies • social issue reflection (2 copies) • study for quiz four
5	M 9/26	<ul style="list-style-type: none"> • proofreading quiz 	<ul style="list-style-type: none"> • hand in folders • study for proofreading mark quiz
	W 9/28	<ul style="list-style-type: none"> • style manuals 	<ul style="list-style-type: none"> • YOW, Ch. 5: The Kind of Style you Can Buy • YOW, Ch. 6: Read the Manual
	F 9/30	<ul style="list-style-type: none"> • editorial services 	<ul style="list-style-type: none"> • style analysis
6	M 10/03	<ul style="list-style-type: none"> • writing rejection letters • editorial analysis 	<ul style="list-style-type: none"> • skim Blackboard manuscripts
	W 10/05	<ul style="list-style-type: none"> • copyediting • on-screen changes 	<ul style="list-style-type: none"> • Blackboard, "What Copyeditors Do" • developmental edit
	F 10/07	<ul style="list-style-type: none"> • workshop • introduce newsletter 	<ul style="list-style-type: none"> • Blackboard, "Getting Work" • employment memo
7	M 10/10	<ul style="list-style-type: none"> • talk about titles 	<ul style="list-style-type: none"> • **quiz makeup today** • Story A and B edits due
	W 10/12	<ul style="list-style-type: none"> • example newsletter • InDesign, "Getting Started" 	<ul style="list-style-type: none"> • bring titles for all articles to class • Blackboard, "Heads You Win"
	F 10/14	<ul style="list-style-type: none"> • Tutorial 1: Types of Type • quiz five 	<ul style="list-style-type: none"> • NDTB, Intro • NDTB, Ch. 1: Centuries of Type • study for quiz five
8	M 10/17	<ul style="list-style-type: none"> • no class 	
	W 10/19	<ul style="list-style-type: none"> • Tutorial 2: Text Shapes 	<ul style="list-style-type: none"> • NDTB, Ch. 2: Readability • NDTB, Ch. 3: Legibility • NDTB, Ch. 5: Hang that Punctuation
	F 10/21		<ul style="list-style-type: none"> • NDTB, Ch. 14: Kerning • NDTB, Ch. 15: Line spacing • NDTB, Ch 16: Paragraph Spacing • NDTB, Ch. 21: Emphasizing type
9	M 10/24	<ul style="list-style-type: none"> • share experiments 	<ul style="list-style-type: none"> • design experiment I: notable quotes • NDTB, Ch. 7: Baseline Shifts • NDTB, Ch. 17 : Alignment

	W 10/26	<ul style="list-style-type: none"> In-class journal edit in Word 	<ul style="list-style-type: none"> NTTB, Ch. 4: Quotation Marks NTTB, Ch 6: Punctuation Style
	F 10/28	<ul style="list-style-type: none"> quiz six phonebook analysis 	<ul style="list-style-type: none"> bring phonebooks to class study for quiz six
10	M 10/31	<ul style="list-style-type: none"> Tutorial 3: Images and Lines 	
	W 11/02	<ul style="list-style-type: none"> workshop 	
	F 11/04	<ul style="list-style-type: none"> share experiments In-class rebus stories 	<ul style="list-style-type: none"> design experiment II: phone ad NTTB, Ch. 23: Swash Characters NTTB, Ch 24: Initial Caps NTTB, Ch 25: Typographic Color NTTB, Ch 26: Ornaments and Dingbats NTTB, Ch 27: Pi and Picture fonts
11	M 11/07	<ul style="list-style-type: none"> Tutorial 4: Special Formatting and Printing 	<ul style="list-style-type: none"> Blackboard, Ch 7. "Business Cards, Letterhead, and Envelopes"
	W 11/09	<ul style="list-style-type: none"> Tutorial 5: Color 	
	F 11/11	<ul style="list-style-type: none"> workshop 	
12	M 11/14	<ul style="list-style-type: none"> share experiments, Tutorial 6: Stylesheets 	<ul style="list-style-type: none"> design experiment III: business cards and letterhead
	W 11/16	<ul style="list-style-type: none"> Newsletter analysis Tutorial 7: Creating a Newsletter 	<ul style="list-style-type: none"> Blackboard, "Newsletters" Blackboard, "Layout Solutions" NTTB, Ch. 18: Headlines and Subheads NTTB, Ch. 19: Pull Quotes NTTB, Ch. 20: Captions
	F 11/18	<ul style="list-style-type: none"> workshop 	<ul style="list-style-type: none"> storyboards due
13	M 11/21	<ul style="list-style-type: none"> in-class critique 	<ul style="list-style-type: none"> mastheads and one ad printed out to turn in
	W 11/23	<ul style="list-style-type: none"> workshop 	
	F 11/25	<ul style="list-style-type: none"> workshop 	
14	M 11/28	<ul style="list-style-type: none"> workshop 	
	W 11/30	<ul style="list-style-type: none"> workshop 	
	F 12/02	<ul style="list-style-type: none"> class cancelled for conferences 	complete first draft due on Thursday by 9 a.m. in my mailbox
15	M 12/05	<ul style="list-style-type: none"> workshop 	
	W 12/07	<ul style="list-style-type: none"> presentations 	
	F 12/09	<ul style="list-style-type: none"> presentations 	

