



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Visual Communications Media & Technology
- C. Course Number and Title: VCMT2280 Editing & Publishing for Visual
- D. Course Coordinator: Lynn Damberger
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: Click here to enter text.
- Office Location: Click here to enter text.
- Office Hours: Click here to enter text.
- Phone Number: Click here to enter text.
- E-Mail Address: Click here to enter text.

- E. Credit Hours: 3
Lecture: 1 hour
Laboratory: 4 hours
- F. Prerequisites: ENGL1030, VCMT1280 (Minimum grade of C- required in both courses)
- G. Syllabus Effective Date: Fall, 2018
- H. Textbook(s) Title:

The Copyeditor's Handbook: A guide for Book Publishing and Corporate Communications

- Author: Einsohn
- Edition: 4th
- Copyright Year: 2019
- ISBN: 9780520286726

Adobe InDesign CC Classroom in a Book

- Author: Kordes, Anton, Cruise
- Edition: 1st
- Copyright Year: 2017
- ISBN: 9780134664095

White Space Is Not Your Enemy

- Author: Golombisky
- Edition: 3rd
- Copyright Year: 2016
- ISBN: 9781138804647

I. Workbook(s) and/or Lab Manual: None

J. Course Description: This course blends both copy and design to further develop skills in writing for publications, designing, and producing publications. Students will get experience in two related areas 1.) Writing and editing documents for publication; and 2.) Using design publication software to produce multiple page documents like books, newsletters, magazines, ebooks, and interactive publications. Students will produce copy for their publishing projects prior to placing it in their layout, will edit copy for technical correction, and will copy fit text to complete their projects. The use of grids, master pages, style sheets, tables, forms, and variable data, for print and electronic publication will be covered. This course will be team taught with the English department.

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	Information Literacy VALUE Rubric
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
Writing & Editing Outcomes	
1. Employ a clear writing style by planning for unity, coherence, progress, conciseness, and proper emphasis.	Publishing projects including newsletter and magazine projects. All assignments and projects, throughout the semester.
2. Edit technical communications for greater clarity and audience awareness.	Publishing projects including newsletter and magazine projects. All projects throughout the semester.
3. Develop techniques for detecting and fixing typos, spelling errors, and missing text.	Exercises the first 7 weeks of the semester.
4. Copy fit and edit text to fit layout.	Final proof edited of documents. All projects throughout the semester.
Design & Publishing Outcomes	
5. Create and apply style sheets, master pages, and use organization skills necessary to deal with larger documents.	Publishing projects including newsletter and magazine projects. All projects throughout the semester.
6. Demonstrate advanced copy fitting, typesetting and editing skills, including tables and templates.	Publishing projects including newsletter and magazine projects. All projects throughout the semester.
7. Follow prepress process skills, including proper resolution, creating pdfs for printing, and collecting for output.	Publishing projects including newsletter and magazine projects. All projects throughout the semester.
8. Work within the requirements for projects.	Publishing projects including newsletter and magazine projects. 20-40% of each project. All projects throughout the semester.
9. Be able to create publications for electronic publishing like ebooks.	Interactive magazine project, ebook exercise. Final interactive project las 5 weeks of semester.

Outcomes		Assessments – How it is met & When it is met
10.	Demonstrate creativity and design principles.	40-60% of each project. All projects throughout the semester.
11.	Complete assignments within deadlines.	No late work is accepted without a valid excuse. All projects throughout the semester.

M. Topical Timeline (Subject to Change):

1. Technical Editing of various documents for correctness and design
2. Revision and redesign of technical documents
3. Production of a newsletter for a real or fictional organization
4. Production of an interactive magazine
5. Proof reading exercises
6. Publishing and multiple page layouts
7. Master Pages
8. Style Sheets
9. Prepress, and printing multiple page documents
10. PDF Documents and electronic forms
11. Ebooks & interactive documents

N. Course Assignments:

1. Lectures, discussions, and demonstrations will be used to introduce topics; hand-on exercises and projects will apply concepts learned in earlier design and imaging classes.
2. Writing for Editing & Publishing in ENG department
3. Publishing in VCMT department
4. Joint evaluation of final versions and editing of projects.

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

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Q. Examination Policy:

[Click here to enter text.](#)

R. Class Attendance and Homework Make-Up Policy:

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S. Classroom Expectations:

Click here to enter text.

T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.