Publication & Information Management
HU 3630 R 01

Contact Info
Instructor: Shawn Apostel
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Office Hours: 11 to 12:30 on T/Th (or by appt.)
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Class Info
Spring 2008
Room: 134
Days: T/R
Time: 9:30 to 11 a.m.

Course Description
This course covers the principles of information selection, editing, layout, and graphics essential to the scheduling, budgeting, and production of various print and digital publications.

Main Projects
1. Walking Tour: Work with Alessandra Brignola to finalize and publish a walking tour for the community.
2. Collaborative Pavlis Student Brochure: Work with Pavlis representatives while reworking a business oriented brochure to appeal to the MTU student body.
3. Collaborative Poster Presentation: With your knowledge of Pavlis in mind, as well as a general knowledge of MTU students, your group will design a poster featuring your group’s concept for a new Pavlis’ Look.
4. Collaborative Pavlis Promotional Material Publication: After the Pavlis representatives select a look, you will work with the class to layout and submit to the printer the final copy of the selected material.
5. Collaborative Pavlis Website Proposal: After we send Pavlis material to the press, we will work in groups to develop suggestions for the Pavlis website. These suggestions will be compiled and submitted to Pavlis representatives.

Small Projects/Participation
1. Reading Journal: At the beginning of some classes, we will take a few minutes to write down our thoughts on readings and assignments we completed for the class. These journals should also include your thoughts about various works we will read and information sessions with clients and printers.
2. Peer Evaluations: Frequently, we will share our assignments (both daily and in progress) with the class to receive and to give feedback. Also, when you work in a group you will be evaluated by your peers regarding the quality/amount of work you perform within that group.
Required Texts


Requirements/Attendance

All of the projects we do in this class will require peer review and feedback, and the class will involve a great deal of discussion as well as CCLI work; therefore, to meet the requirements of this course, you must be present and prepared to participate in class activities. You have three absences (from class, workshops, and conferences) for illnesses and unexpected emergencies, and you must talk to me (and your group if applicable) ahead of time for University related absences. Each additional absence will lower your final grade by 5 points. If you miss class, you are responsible for the material covered or due on that date. Since deadlines are sacred in the publishing industry, late work will be penalized a letter grade for each calendar day it is late.

Walking Tour: 10%
Collaborative Pavlis Student Brochure: 10%
Collaborative Poster Presentation: 20%
Camera read Pavlis Material: 20%
Collaborative Pavlis Website Suggestions: 10%
Reading Journals: 10%
Small Projects/Participation: 20%

MTU's Policy on Academic Integrity

"Plagiarism and cheating are serious academic offenses. They are defined by this policy as "knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation," and this policy covers copying sections or entire papers from printed or electronic sources as well as handing in papers written by students for other classes or purchasing academic papers. Plagiarism and cheating not only are dishonest, but also cheat you out of learning, the prime reason you are here. If you ever have questions about this issue, please talk with your instructor or consult a coach in the Writing Center (7-2007)."

MTU's Policy on Discrimination and Harassment

MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act (ADA) of 1990. If you have a disability and need reasonable accommodation for equal access to education and services at MTU, please call Dr. Gloria Melton, Dean of Students (7-2212). For other concern about discrimination, you may contact your advisor, department chair, or the Affirmative Action Office (7-3310).
Class Outline

Week 1
January 15: Course Introduction and discussion of projects for the class
January 17: Discuss pages 006 to 029 in \textit{Design Elements} ...
  Meet with client Alessandra Brignola

Week 2
January 22: Discuss pages 030 to 041 in \textit{Design Elements} ...
  Work on walking tour (Brignola project)
January 24: Discuss pages 042 to 061 in \textit{Design Elements} ...
  Meet with Pavlis representative -- begin brochure project

Week 3
January 29: Discuss pages 062 to 079 in \textit{Design Elements} ...
January 31: Discuss pages 080 to 113 in \textit{Design Elements} ...
  Submit brochure ideas for feedback

Week 4
February 5: Workshop
February 7: No class: Winter Carnival Recess

Week 5
February 12: Discuss pages 114 to 131 in \textit{Design Elements} ...
  Submit full brochure drafts for feedback
February 14: Discuss pages 132 to 163 in \textit{Design Elements} ...
  Submit brochure designs to Pavlis representatives

Week 6
February 19: Discuss pages 164 to 183 in \textit{Design Elements} ...
  Finalize selected brochure design for press
February 21: Discuss pages 184 to 195 in \textit{Design Elements} ...
  Break into groups for Pavlis Look Poster

Week 7
February 27: Discuss pages 196 to 217 in \textit{Design Elements} ...
  Workshop
February 28: Discuss pages 218 to 235 in \textit{Design Elements} ...
  Submit Pavlis Look ideas for feedback
Week 8
March 4: Discuss pages 236 to 245 in Design Elements ...
Workshop
March 6: Submit Pavlis Look drafts for feedback

(One week off – Spring Break)

Week 9
March 18: Discuss pages 246 to 269 in Design Elements ...
Workshop
March 20: Send Walking Tour project to the publisher

Week 10
March 25: Present draft of Pavlis Poster to class for feedback
March 27: Pavlis Poster Session – turn in for instructor evaluation
   From these Posters the Pavlis representatives will select their new look

Week 11
April 1: Workshop
April 3: Workshop

Week 12
April 8: Workshop
April 10: Send Pavlis material to the publisher
   Break into groups for the Pavlis Website Proposal.

Week 13
April 15: Workshop
April 17: Present Pavlis Website Proposal to class for feedback

Week 14
April 22: Instructor Evaluation and Wrap Up
April 24: Grading Conferences

* I reserve the right to modify this syllabus at my discretion.