

NY SCAS A DIVISION OF **TOURO**  **COLLEGE**
New York School of Career and Applied Studies

DESKTOP & WEB PUBLISHING HANDBOOK

Touro Computer Center
1726 Kings Highway
Brooklyn, NY 11229
718 998 9505 ext. 103



TABLE OF CONTENTS



Welcome to the Desktop and Web Publishing (DTP) Department	3
Frequently Asked Questions	4
Program Requirements: Certificate	8
Program Requirements: Associate Degree	9
Program Requirements: Baccalaureate Degree	10
Approved Electives	12
Typical Schedule By Semester (Associate Degree)	13
Typical Schedule By Semester (Baccalaureate Degree).....	14
Course Descriptions	15



© 2010 Touro College. All Rights Reserved.
Touro College does not discriminate on the basis of sex, race, color, age, disability or national or ethnic origin in the administration of its policies.

Dear Prospective Student:

Thank you for your interest in starting a career in Desktop and Web Publishing. This brochure offers a complete description of the exciting programs that we offer here at Touro College.

The Desktop and Web Publishing profession has been rapidly evolving as a result of the use of personal computers, the Internet, and the spread of visual communication using digital technology. The Bureau of Labor Statistics 2006-07 Occupational Outlook Handbook states that "among the five design occupations, graphic designers are expected to have the most new jobs through 2014." Demand for graphic and digital artists using new media and graphic software should remain strong, with emphasis in such areas as web design, advertising, and multimedia.

Our program provides the practical skills, as well as the theoretical base necessary to adapt to the constantly changing field of web and graphic design. Our faculty in the Desktop and Web Publishing Department are professionals who respond to students' individual needs. Touro College graduates are equipped to compete at the highest level of employment in challenging, well-paid positions.

Please review this brochure about our program. We look forward to discussing your future at Touro College in the Desktop and Web Publishing Department.

Sincerely,

Dr. Issac Herskowitz

Chairman
Academic Computing

Prof. Jesse Epstein

Deputy Chair
Desktop and Web Publishing

Prof. Susan De Castro

Coordinator
Desktop and Web Publishing

Prof. Carol Steen

Faculty Member
Desktop and Web Publishing

Prof. Antony O'Hara

Faculty Member
Desktop and Web Publishing

WHY TOURO COLLEGE?

1. What is Touro College?

Touro College is a diverse educational institution with many campuses, specializing in Computers, Health Sciences, Judaic Studies, Business, and Law, as well as other traditional college programs. We have campuses in the United States, Russia, Germany, and Israel. We offer two-year, four-year, and graduate degree programs in many disciplines.

2. What advantages does Touro College have over other local colleges?

Touro College has a faculty that is concerned with individual students as people, not numbers. We offer small classes and understand the specific needs of our students. Our faculty and administrative staff make every effort to give personal attention to each student. Our evening and Sunday schedules offer students the flexibility to work while continuing their full-time or part-time studies at Touro College.

3. What advantages does Touro College have over business or trade schools?

Touro College offers Baccalaureate and Associate degrees, which are vital in securing progressive, well-paying jobs that allow for personal and professional growth. Graduates with Baccalaureate degrees get better jobs than individuals who possess only certificates from business or trade schools.

4. Will the curriculum go beyond just learning the software?

Yes, the curriculum was developed to encompass all aspects of Desktop and Web Publishing, from the theoretical to the practical.

DESKTOP AND WEB PUBLISHING

5. Why should I study Desktop and Web Publishing?

For those who enjoy art, graphic design and computers, Desktop and Web Publishing is the marriage of these fields. You will be able to apply your creative talents using the latest software and prepare for a career that offers excellent job opportunities.

6. What is the highest degree offered in Desktop and Web Publishing?

Touro offers a Bachelor of Science Degree (BS).

7. What is the difference between a Baccalaureate and an Associate Degree?

The Associate Degree focuses on Desktop Publishing skills along with the college core requirements. Students can complete their studies within two years, earning a minimum of 64 credits. The Baccalaureate Degree in

Desktop and Web Publishing (minimum of 120 credits) includes the college core requirements, along with a curriculum of graphic design, typography, digital imaging, web design, animation, and multimedia. Portfolio evaluations and internships are also part of the program.

8. Can a student with an Associate Degree continue for a Baccalaureate?

Yes, students who wish to continue on from the Associate Degree in Desktop Publishing to the Baccalaureate Degree Program in Desktop and Web Publishing can do so seamlessly. These programs are designed to work together in order to provide our students with flexible options based on their needs.

9. What types of jobs can I get with a degree in Desktop and Web Publishing?

Art director, assistant art director, web designer, production assistant, digital illustrator, digital retoucher, freelance graphic designer, among others.

10. How are the courses distributed in Desktop and Web Publishing?

The courses are grouped into four main areas:

- Foundations and Principles of Graphic Design
- Page Layout
- Illustration and Photo Imaging
- Web Design and Multimedia

11. What will I learn in the Foundations courses?

You will learn the fundamentals of graphic design which include composition, color and principles of typography.

12. What will I learn in the Page Layout courses?

You will utilize page layout software such as QuarkXPress and Adobe InDesign to create and design page layouts for various print materials, such as newsletters, brochures, and magazines. File preparation and other pre-press topics will also be covered.

13. What will I learn in the Illustration and Photo Imaging courses?

You will utilize Adobe Photoshop software for digital image correction and manipulation, and Adobe Illustrator software to create logos, illustrations, charts, and type design.

14. What will I learn in the Web Design and Multimedia courses?

You will learn the principles of professional web design via the use of HTML and web authoring software such as Adobe Dreamweaver. Advanced courses will cover animation and multimedia using Adobe Flash software.

15. How can I learn the programming side of web design?

Programming courses may be taken as electives, including: Intro to Programming, Advanced Programming, Visual Basic I and II, and Authoring Languages.

OTHER COURSES

16. What other types of courses will I take?

In addition to the full Liberal Arts core requirements of the College, you will need to take an introductory course in personal computer application software or computer terminology.

17. Why do I need to take the Liberal Arts courses?

You need to take these courses to meet your graduation requirements, but more importantly, they will provide you with a diverse and well-rounded background to enhance your job skills.

18. Why do I need to take courses in personal computer applications and computer terminology?

This may be your first experience with a computer, although you may have previous design experience using more traditional media. You need to learn some software and computer basics in order to progress into more advanced design software.

19. Why do I need to take English courses?

You must be able to communicate effectively in order to show prospective employers your qualifications.

EXPERIENCE

20. How do I get real business experience?

Touro College has an extremely active and successful Intern/Placement program.

21. What are internships all about?

An internship is a temporary position within a company or organization where you can practice using the skills you've developed at Touro and enhance them in a real-world environment. It will also provide you with relevant experience to use on your resume.

JOB PLACEMENT

22. Will I get help finding a job?

Yes. In the past, we have had an excellent record of successful job placement for our computer graduates. Our students have been placed in positions at

the Mayor's Office, Smith Barney, Radio City Music Hall, A&E Television, the Metropolitan Transit Authority, Brooklyn Union Gas, Flushing Hospital Medical Center, Touro College, the Weizmann Institute, and many other businesses and organizations.

MISCELLANEOUS

23. Do I need to have my own computer?

It is not required, but it is extremely helpful and is recommended for your own progress.

24. Do I need to have an Art or Design background?

No, but some interest in art, design or photography is advisable.

25. Will I study in the day or evening?

Touro offers day, evening and Sunday courses in Desktop & Web Publishing.

26. When are the computer labs available?

Most computer labs offer ample time to all students for work outside of class, and trained lab technicians are always available for students. Lab hours are posted at the various sites, depending on the class schedules.

27. What type of computers are in the lab?

Touro's labs are equipped with IBM systems running on Windows XP. Industry standard software is fully installed on each system and is updated constantly to accommodate software upgrades and trends. Each lab has at least one complete Macintosh G5 system for student use, as well.

28. What other equipment can I use in the lab?

The computer labs are equipped with laser printers, color inkjet printers, CD burners, and scanners.

29. Can I transfer courses that I have completed in other schools?

YES! Touro will accept the transfer of credits from other schools, provided that the courses meet Touro College criteria. Touro will accept courses with a grade of C or higher.

30. How many courses can I transfer to Touro College from other schools?

Upon Department approval, you can transfer all credits that apply towards the degree. However, to be eligible for the Associate Degree, a student must successfully complete at least 24 credits in residence at Touro.

CERTIFICATE PROGRAM

COURSE REQUIREMENTS

GCD 130	Survey of PC Applications	4
GCD 150	Foundations of Design I	3
GCD 155	Foundations of Design II	3
GCD 230	Electronic Desktop Publishing I	3
GCD 231	Electronic Desktop Publishing II	3
GCD 235	Computer Graphic Design I	3
GCD 236	Computer Graphic Design II	3
GCD 263	Web Design I/Lab	
	or	
GCD	Approved Elective	4
GBU 099	Job Development Workshop	0
	Total Credits:	26

ASSOCIATE DEGREE

COLLEGE CORE

GLL 110/111	Introduction to College Writing	4
GLL 121	College Writing I	4
GLL 122	College Writing II	4
GLL	Literature	3
GHS/GPL	American Studies	3
GHS/GJS	Ethnic or Judaic Studies	3
GSM 130	College Mathematics*	3
GCO	Introductory Computer Science Course [†]	4
Total:		28

CONCENTRATION

GCD 130	Survey of PC Applications	4
GCD 150	Foundations of Design I	3
GCD 155	Foundations of Design II	3
GCD 230	Electronic Desktop Publishing I	3
GCD 231	Electronic Desktop Publishing II	3
GCD 235	Computer Graphic Design I	3
GCD 236	Computer Graphic Design II	3
GCD 263	Web Design I/Lab	4
	Electives**	6
	Liberal Arts elective	4
Total:		32
Total Credits:		64[‡]

*If a student is exempt from College Mathematics, s/he is required to take another Mathematics course.

[†]GCO 101, GCO 103, or GCO 120

**credits must be in Liberal Arts

[‡]Credits from the Associate Degree are applied towards the Baccalaureate Degree

BACCALAUREATE DEGREE

COLLEGE CORE

GLL 110/111	Introduction to College Writing	4
GLL 121	College Writing I	4
GLL 122	College Writing II	4
GLL	Literature (2 Courses)	6
GHS/GPL	American Studies (2 Courses)	6
GHS/GJS	Ethnic or Judaic Studies	3
GSM 130/132	College Mathematics / Workshop*	4
GSM/GSS	Math or Science	3
GCO	Introductory Computer Science Course†	4
GCA	Speech	3
	Total:	41

LIBERAL ARTS

GCA 166	Introduction to the Visual Arts	4
GCA 224	Drawing and Painting I	3
	Total:	7

CONCENTRATION

GCD 130	Survey of PC Applications	4
GCD 150	Foundations of Design I	3
GCD 155	Foundations of Design II	3
GCD 230	Electronic Desktop Publishing I	3
GCD 231	Electronic Desktop Publishing II	3
GCD 235	Computer Graphic Design I	3
GCD 236	Computer Graphic Design II	3

*If a student is exempt from College Mathematics, s/he is required to take another Mathematics course.

†GCO 101, GCO 103, or GCO 120



continued from page 10

GCD 262	Electronic Desktop Publishing III	3
GCD 263	Web Design I	3
GCD 264	Web Design II	3
GCD 267	Computer Graphic Design III	3
GCD 302	Web Design III	3
GCD 335	Advanced Design Studio	3
GCD 490	Senior Portfolio	3
GCD 498	Internship in Desktop and Web Publishing	3
	Approved Electives (see page 12)	9
	General Electives (12 credits must be Liberal Arts)	14
	Total:	72
	Total Credits:	120

APPROVED ELECTIVES

Course #	Course Title	Credits	AS*	BS†
GCA 166	Introduction to the Visual Arts	4	•	
GCA 168	Mass Media in America	4	•	•
GCA 224	Drawing and Painting I	3	•	
GCA 225	Drawing and Painting II	3	•	•
GCA 226	Fundamentals of Art and Design	3	•	•
GCA 301	Aesthetics of Modern Art	3	•	•
GCD 221	Photography	3	•	•
GCD 262	Electronic Desktop Publishing III	3	•	
GCD 267	Computer Graphic Design III	3	•	
GCD 303	Multimedia Design	3		•
GCD 320	Information Design	3		•
GCD 357	Computer Illustration	3	•	•
GCD 360	Video Production Studio	3		•
GCD 420	Authoring Languages	3		•
GCD 451	Special Topics	3		•
GCO 141	Introduction to Programming	3	•	•
GCO 232	Advanced Programming	3		
GCO 270	Visual Basic I	3	•	•
GCO 272	Visual Basic II	3	•	•
GHS 111	History of Graphic Design	3	•	•

*Associate Degree

†Baccalaureate Degree

ASSOCIATE DEGREE:

Semester 1

		Credits
GCD 130	Survey of PC Applications	4
GCD 150	Foundations of Design I	3

Semester 2

GCD 155	Foundations of Design II	3
GCD 230	Electronic Desktop Publishing I	3
GCD 235	Computer Graphic Design I	3

Semester 3

GCD 231	Electronic Desktop Publishing II	3
GCD 236	Computer Graphic Design II	3
GCD	Approved Elective	3

Semester 4

GCD 263	Web Design I/Lab	4
GHS	Approved Elective	3
	Liberal Arts requirements	32
	Total Credits:	64

BACCALAUREATE DEGREE:

		Credits
Semester 1		
GCD 130	Survey of PC Applications	4
GCD 150	Foundations of Design I	3
Semester 2		
GCD 155	Foundations of Design II	3
GCD 230	Electronic Desktop Publishing I	3
GCD 235	Computer Graphic Design I	3
Semester 3		
GCD 231	Electronic Desktop Publishing II	3
GCD 236	Computer Graphic Design II	3
GCA 224	Drawing and Painting I	3
Semester 4		
GCD 262	Electronic Desktop Publishing III	3
GCD 263	Web Design I	3
GCD 267	Computer Graphic Design III	3
Semester 5		
GCD 264	Web Design II	3
GCD 335	Advanced Design Studio	3
GCA 166	Introduction to the Visual Arts	3
GCD	Approved Elective	3
Semester 6		
GCD 302	Web Design III	3
GCD	Approved Elective	3
Semester 7		
GCD 498	Internship in Desktop and Web Publishing	3
GCD	Approved Elective	3
Semester 8		
GCD 490	Senior Portfolio	3
	Liberal Arts Requirements	60
	Total Credits:	120



GCA 166 Introduction to the Visual Arts

Survey of the visual arts, including an appreciation of both the development of the form and its many varieties, principally painting, sculpture and architecture, as well as their presentation and their interconnection with their milieu. The time period covered is from the Ancient World through the Nineteenth Century, with a major emphasis on the period from the Renaissance to the 1900's.

Prerequisite: None

Credits: 3

GCA 168 Mass Media in America

The public receives most of its information through the filter of the media. To make informed decisions, students need to be aware of the forces that operate in the media. This course provides an examination of the responsibilities, values, structure, dissemination of information and effectiveness of the media (newspapers, magazines, radio, television, film, etc.), with attention to the freedoms of speech and press and potential conflicts with the rights of the individual and public.

Prerequisite: None

Credits: 4

GCA 224 Drawing and Painting I

In this course, students will learn how to draw basic forms and objects, the fundamentals of perspective and composition, and develop an understanding of the use of light and shadow in rendering 3-dimensional objects.

Prerequisite: None

Credits: 3

GCA 225 Drawing and Painting II

Advanced drawing and painting techniques are explored through hands-on class assignments, lectures, and field trips to museums and galleries. Students work on individual projects in an independent manner, and regular critiques will be conducted throughout the semester.

Prerequisite: GCA 224

Credits: 3

GCA 226 Fundamentals of Art and Design

The elements of design, which include line, shape, color, form, and space, are explored through lectures, assigned projects, field trips, and visual aids. In this advanced course, students explore ways of looking at art and design and learn how to analyze a work through critiques and comparisons. Art and design movements, ancient to modern, are also covered.

Prerequisite: GCA 224

Credits: 3

GCA 301 Aesthetics of Modern Art

Students learn how modern painters and sculptors, from the impressionists through the postmoderns, respond to a rapidly changing world by visualizing, often in an abstract manner, the technological, mechanical, psychological and metaphysical forces around them. Slides are utilized in lectures; at least two museum visits are required.

Prerequisite: GCA 166 or permission of the Department

Credits: 3

GCD 130 Survey of PC Applications

This is an introductory course specifically designed for management, office technology, and Desktop and Web Publishing majors. Windows and Mac operating systems, word processing, and other applications are discussed in detail, with extensive lab exercises assigned.

Prerequisite: None

Credits: 3

GCD 150 Foundations of Design I

In this course, students are taught the basics of two-dimensional design as related to graphic design and desktop publishing, including the basic vocabulary of visual form. Materials and board skills necessary for these projects are explored. The development of the students' visual creative skills is emphasized. Projects are assigned to familiarize students with the concepts presented. To successfully complete the course, students are required to produce projects which reflect their cumulative understanding of the concepts and skills taught.

Corequisite: GCD 130

Credits: 3

GCD 155 Foundations of Design II

In this course, the student's knowledge of basic design are extended into the area of graphic communication and typography, in order to develop a framework on which to do professional desktop publishing. The course explores the following concepts: visual form as communication; the relationship of content and visual form; typography as a visual form; basic technical typography; a brief history of graphic communication and typography; and a working methodology for problem solving. Students work in a studio classroom setting, and projects are assigned to familiarize students with the concepts presented. Students must maintain a notebook for required research. To successfully complete the course, students are required to produce projects which reflect their cumulative understanding of the concepts and skills taught.

Prerequisite: GCD 150

Corequisites: GCD 230 and 235

Credits: 3

GCD 221 Photography

This course uses camera and photographic processes as vehicles for artistic expression, perceptual discovery and design, and explores traditional and experimental use of photographic processes. Students are expected to provide their own cameras and basic materials.

Prerequisite: GCD 155

Credits: 3

GCD 230 Electronic Desktop Publishing I

This course introduces students to the principles of desktop publishing, graphic design, page layout, and typography using QuarkXPress and/ or Adobe InDesign. The relationship of typography to pictures and graphics in a full-color environment is explored through the assignment of various projects. Output requirements and the correct preparation of files are discussed. Good design and appropriate solutions are encouraged. Students present their work at the end of the semester. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 130, GCD 150

Corequisites: GCD 155, GCD 235

Credits: 3

GCD 231 Electronic Desktop Publishing II

This course focuses on advanced features of QuarkXPress. Students build upon previous knowledge of the software by designing material for a business or advertising environment, including stationery, business cards, corporate identity, logos, and brochures. This class includes a workshop/lab; topics covered include scanning, color separation and setting up files for pre-press. Students will be required to complete projects and to meet class deadlines. Lab time will be necessary for class assignments. Students will present their work during class critiques. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 230, 235

Corequisite: GCD 236

Credits: 3

GCD 235 Computer Graphic Design I

This course will introduce students to the use of Adobe Illustrator, a vector-based software, to create illustrations, use typographic design principles, create logos, and incorporate images with graphics. The focus is on understanding the use of the Adobe Illustrator software as an illustration tool and on beginning to develop original ideas. Design principles, use of color, and composition will be emphasized. Lab time is necessary for class assignments. Students present their work at the end of the semester. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 130, GCD 150

Corequisites: GCD 155, GCD 230

Credits: 3

GCD 236 Computer Graphic Design II

This course introduces students to working with images in a digital environment through the use of Adobe Photoshop. Students receive an overview of tools, scanning, color correction, image size resolution, and digital compositing. Students work on projects that simulate "real world" design concepts and present their work during class critiques. Lab time is necessary for class assignments. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 230 and 235

Corequisite: GCD 231

Credits: 3

GCD 262 Electronic Desktop Publishing III

Page layout using InDesign and the implementation of images and illustrations into a multipage document are the major foci of this course. The pre-press process, the preparation of images for output, and the use of crop marks, bleeds, and color separation are discussed. Students are expected to work independently on projects in addition to class meetings. Lab time is necessary for class assignments. Students present their work during class critiques. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 231 and 236

Corequisites: GCD 267

Credits: 3

GCD 263 Web Design I

In this introductory course in Web page design, students learn the skills needed to author and publish documents using HTML and authoring software such as Adobe Dreamweaver. Design skills are applied towards web page construction. Students learn to apply their knowledge of print design and computer software to web page design. Lab time outside of class is necessary for class assignments. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 231 and 236

Credits: 3

GCD 264 Web Design II

This course teaches advanced techniques in Web site design, focusing on the functionality of interactive sites and effective use of text, graphics, and animation. Weekly critiques of actual Web sites are an integral part of this course. Students are required to upload their original Web sites for evaluation and grading. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 263 and 267

Credits: 3

GCD 267 Computer Graphic Design III

In this course, students use advanced tools and palettes in Adobe Photoshop to create, correct, and manipulate images on a professional level. Emphasis is placed on developing visual literacy in color and image manipulation. The development of the sequential thinking that

is required to do advanced work is stressed. Lab time is necessary for class assignments. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisite: GCD 236

Corequisites: GCD 262 and 263

Credits: 3

GCD 302 Web Design III

In this introduction to multimedia design, students become acquainted with the concepts, uses, principles, and techniques of interactive multimedia using Flash. This course introduces the student to the powerful scripting language of Flash (Actionscript). This knowledge of advanced action-scripting will enable them to create highly interactive, multimedia-based Web sites, product demos, teaching materials, and more. This course explores methods in action-scripting for enhanced navigation, user input, communication, information manipulation, as well as audio and video controls. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 264 and 267

Credits: 3

GCD 303 Multimedia Design

In this advanced course, students create animations and interactive QuickTime movies, CD's and DVD's using Adobe Macromedia Director. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 302

Credits: 3

GCD 320 Information Design

The visual display and interpretation of quantitative information are increasingly critical in the information age. This course is concerned with the graphic designer's contribution to the handling of complex quantitative data, both in printed designs and on the Web. Software used is updated periodically to reflect the constantly changing technologies.

Prerequisites: GCD 262, 263, and 267

Credits: 3