

Report to the Student Affairs Grant Proposal Review Committee on Professional Development Grant

February 7, 2008

Name: Tom Fairbanks

Position: Graphic Artist III, Enrollment and Academic Services

Grant: \$1500 to cover attending MacWorld Conference and supporting materials

1. Description of professional development activity and dates

MacWorld Conference: Monday, January 14 – Friday, January 18, 2008

2. Highlights of new information and/or best practices learned

Best Practice: Set up separate Administrator Log In account for troubleshooting

Best Practice: Use 150 dpi & PNG format for MS Office docs (MS Word, Powerpoint, Excel, etc.)

Best Practice: Use native Photoshop and Illustrator files directly in InDesign (instead of eps, tiff, etc)

Best Practice: Use Open Type fonts (both Mac and PCs, more fonts)

Best Practice: Use Bridge as the central hub among the CS3 applications

Best Practice: Preflight files in InDesign and Acrobat 8 Professional, and how to prepare files to printing-including using an advanced PDF workflow

New information: How to use Live Trace and Live Color in Illustrator

New information: Use "Package" to combine multiple discrete PDFs into 1 package for review

New information: Use of Photoshop's Device Central for designing possible cell phone displays of SJSU Catalog and class schedule info, etc.

New information: Integration of Flash with Illustrator, and Dreamweaver integration with Photoshop and InDesign

New information: Further tips on XML structure and possible future enhancements to the info.sjsu.edu relational database (Note: this database and programming is the basis of the entire SJSU Catalog (now directly linked from the main campus homepage), Class Schedules, outreach materials, and the Articulation website.

3. How I've incorporated this new information into your position and department:

Here are five things I've immediately adopted:

1. In Acrobat 2008, packaged multiple discrete PDFs into one master PDFs for review.
2. On a technical level, I am much more comfortable with "transparency" and PDF formats, and have started using the PDF/X-4:2007 format which fully supports transparency (and would have avoided a major printing problem on the Spring 2008 admission dates poster).
3. Graphics for MS Office documents, including MS Word and Powerpoint, should be 150 dpi and saved in the PNG formats. This seemingly minor piece of information is actually one of the most important things I learned at the Conference, and addresses a long-standing problem inherent in MS Office documents.
4. Pursuing more use of Open Type fonts, which work on both Macs and PCs, and offer a much more robust set of fonts options.
5. I learned many time-saving techniques, ranging all the way from keyboard shortcuts to new scripts in InDesign that streamline the production of the class schedules.

In addition, there are other, longer term benefits that I see eventually enhancing the info.sjsu.edu project, such as utilizing Flash and Photoshop Device Central to present Catalog advising info on cell phones, etc.

4. How will your participation contributes to student learning at San José State University:

I feel the publications I am work on teach students (as well as the entire campus community) "how to use" SJSU.

My participation in attending this conference led to immediate changes in streamlining our PDF workflow on the Admitted Student Package for Fall 2008 Students, most notably in the Frosh and Transfer 101 publications. I expect this workflow improvement to have a huge positive impact on the upcoming SJSU Catalog production. On a more abstract level, I am always on the lookout for new techniques that can be incorporated into future challenges such as incorporating Special Session information into the existing Catalog, or creating better student advising-related publications.

5. How will you share the results of your experience with colleagues in Student Affairs

1. I have had a discussion with Colleen Brown about serving a larger, global role in Enrollment and Academic Services and Student Affairs.
2. I have a standing offer to conduct basic design workshops, and I am available as needed for consultation.
3. I am sharing this new information on a daily basis with Dea Nelson, and we already incorporating.

6. Website where interested staff could learn more about this professional development activity:

1. Adobe Creative Suite 3: www.adobe.com
2. www.macworldencore.com (60 sessions from the conference)
3. There are excellent "How-to" instructions in Adobe Reader and Acrobat, as well as on the Adobe website.

What knowledge and/or skills do you (or your department's team) expect to gain?

Adobe CS3 Creative Suite, utilizing our Info.SJSU relational database system and computer programming, is the cornerstone of SJSU's Catalog and Class Schedule production. It's also my primary production tool for such projects as "Admissions 101" and the "Frosh & Transfer 101", etc.

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