Instructor: Professor Vanessa Joyner
Office: CAS 224   Phone: 903-566-7301   Email: vjoyner@uttyler.edu
(The best way to contact me is by email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

Course Overview:
Media Design and Production is a course that allows for the learning of various technologies that will aid students in the task of producing print and digital layouts. These technologies include applications from the Adobe Creative Cloud applications. The applications that will be focused on are Photoshop, Illustrator, InDesign, and Adobe XD and design basics. There is no prerequisite knowledge needed for this course

Student Learning Outcomes:

1) Students will understand and apply the learned concepts and theories in the use and presentation of images, pages, information, tools, and technologies from the assigned Adobe CC applications.
2) Demonstrate an ability to learn several computer software applications.
3) Incorporate learned knowledge into practical creative project design by evaluating the perimeters of a project and skillfully completing it.
4) Be able to successfully test learned knowledge of each given application in addition to the practical application of software.

Required Textbooks and Readings: At Bookstore

Adobe InDesign Classroom in a Book (2021 release)
By: Kelly Kordes Anton; Tina DeJarld
Publisher: Adobe Press PTG
eText ISBN: 9780136870418, 0136870414
EBOOK
by Anton (9780136870418) SKU:9780136870418 - 21
Edition: 1st
Copyright year: 2021
Or through VitalSource
https://www.vitalsource.com/referral?term=9780136870418
Adobe Photoshop Classroom in a Book (2021 release)
By: Conrad Chavez; Andrew Faulkner
Publisher: Adobe Press PTG
eText ISBN: 9780136904687, 0136904688
EBOOK
by Chavez, Conrad (9780136904687) SKU:9780136904687 - 21
Edition: 1st

Copyright year: 2021
Or through VitalSource
https://www.vitalsource.com/referral?term=9780136904687

Adobe Illustrator Classroom in a Book (2021 release)
By: Brian Wood
Publisher: Adobe Press PTG
eText ISBN: 9780136805809, 0136805809
EBOOK
by Wood (9780136805809) SKU:9780136805809 - 21
Edition: 1st
Copyright year: 2021
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https://www.vitalsource.com/referral?term=9780136805809

Title: Adobe Creative Cloud Subscription (Online Only)
This places the Creative Suite applications onto your personal computer.
"Creative Cloud Complete" Subscription at this link: http://bit.ly/1U4ed9u. This is the software to be downloaded to student's computers and needed to operate the applications to be learned in this class.

Special Course Notes: -- The listed items are required.

1) This course (face-to-face) requires you to obtain a **subscription** to Adobe Creative Cloud (details under Required Textbooks and Readings), an external website/a resource to connect you to the applications necessary to complete your homework assignments.
2) A PC or Macintosh computer that is capable of running graphic applications. A minimum of 8 Gb of RAM or more. The mini computers are not recommended.
3) Three coursebooks listed above.
4) The computers in CAS 106 are available for the use of face-to-face and online classes. The schedule of availability should be on the door of CAS 106. Typically, there is more daytime availability on Mondays and Wednesdays. The lab is available most days until 8 PM. For assistance a Lab Tech is at your disposal in the Multimedia Production studio next door.
5) Lab Tech - For assistance a Lab Tech is at your disposal in the Multimedia Production Studio next door to CAS 106.
6) A large part of this course is comprised of learning the tools of graphic design by exercise, exam, and project.
7) Would like all of those considering the Graphic Design Minor to join the Design Club. More information to come.

Assignments and weights/point values

1. Lessons (Adobe Creative Cloud applications):
   InDesign, Illustrator, Photoshop, XD   25%
2. Exams (4):
   InDesign, Illustrator, Photoshop, XD   30%
3. Projects (3):
   Brochure, Poster, Editorial Logo   35%

4. Critiques (4):   5%
    Photoshop, Illustrator
    Total   100%

Grading Scale:
A   93% or greater
B   83 – 92%
C   73 – 82%
D   63 – 72%
F   below 63%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time you will receive full credit for late work. Other situations may result in a 10 – 20 pt. grade reduction.

Graded Course Requirements Information: *TEC 51.9705 (HB 2504) requires that you list AND describe all major assignments. It is absolutely acceptable to provide an overview and note that detailed information will be provided in class.*

Zoom Meeting: this is an opportunity where you meet with the instructor and to discuss your poster project assignment.

Adobe Creative Cloud Lessons and Exercises: These exercises (assignments) will give you an understanding of the major tools to be used for designing graphics. We begin with the page application InDesign, next the image application called Photoshop, and then the illustration application called Illustrator and finally Adobe XD. The exercises are tutorial lessons that consist of step-by-step methods of creating a variety of pre-designed compositions.
The lessons are followed up by a Project within the same Module. *Details in Canvas.*

Exams (4): The exams will be a review of the major concepts learned from the assigned applications.

Projects (3): All of the projects are considered application which is a way to present or demonstrate what you have learned about each application.
InDesign Brochure – Will be the re-creation of a simple brochure
Movie Poster – This is the major Photoshop project of the year.
Editorial Logo – In an effort to familiarize with not only the potential for Illustrator to create great logos, but also how to create logos that tell a story.

Critiques (4): Participate in the Movie Poster Critiques and the Editorial Logo Critiques.

Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)

A – Assignment   LEC – Lecture   DIS – Discussion   CRIT – Critique   IND – InDesign.   PSD – Photoshop   ILLU - Illustrator

AUGUST 2022				
Unit 1: Begin: Introduction				
Week #		Date	Class Topic	Readings & Work Lessons
Week 1	T	8/23	LEC – Introductions Introductory Exercise / Getting Started / Contact Sheet / Syllabus Due: 9/1	
	TH	8/25	LEC – Books LEC - How to Download Files: Bridge, InDesign, Photoshop, Illustrator, and XD	
Week 2	T	8/30	LEC - Adobe Bridge A – Contact Sheet, Due: 9/1	Begin working on: IND 1 Workspace & IND 2 Know…
	TH	9/1	LEC - Chapter 1 and 2 Quiz: Getting Started Due: Introductory Exercise Due: Contact Sheet	Begin working on: IND 3 Set Up Doc Pgs. IND 4 Objects
Week 3	T	9/6	LEC - Chapter 3 Setting Up Documents	
	TH	9/8	LEC - Chapter 4 Working with Objects	
Week 4	T	9/13	LEC - Chapter 5 LEC - Chapters 6 & 7 A – Brochure, Due: 2/22	Read: IND 8 – 11
	TH	9/15	- Announce Poster - Photoshop Demonstration	
Week 5	T	9/20	Due: Exam & Lessons Exam: InDesign Chapters 1 – 11 and Adobe Bridge Video Exercises: Submit Lessons 1-7	
	TH	9/22	Photoshop Chapters 1 & 2	Begin working on: PSD 1 Work Area PSD 2 Photo PSD 3 Selections
Week 6	T	9/27	Work on Chapters 3 & 4	
	TH	9/29	- Adobe XD Demonstration - Work on Chapter	Begin working on: PSD 4 Layers PSD 5 Quick Fixes PSD 6 Mask & Channels
Week 7	T	10/4	Crit: Adobe XD Crit: Greeting Card	

	TH	10/6	A - Poster & Poster Prep Work on Chapter 5 Work on Chapter 6	Begin working on: PSD 7 Typographic PSD 8 Vector Draw PSD 9 Adv Composition
Week 8	T	10/11	Crit: Poster Prep LEC – Chapters 7, 8, 9 Work on Chapter 7, 8, 9	
	TH	10/13	Work on lessons & poster Read only: PSD 10 Painting w Mix Brush PSD 11 Editing Video	
Week 9	T	10/18	Work on Poster	
	TH	10/20	Career Success Conference – Essay Due 10.25	
Week 10	T	10/25	Work on Poster	
	TH	10/27	Exam: PSD (1-11) Submit: Lessons: 1- 11 (Subject to change)	
Week 11	T	11/1	Work on Poster	XD - Video
	TH	11/3	Crit 1 – Poster A – Add to Adobe XD	
Week 12	T	11/8	Crit 2 - Poster	Work ILLU 1 - 4
	TH	11/10	LEC - Chapters 1 - 4	Read ILLU 5 - 8
Week 13	T	11/15	A - Editorial Logo	
	TH	11/17	Crit: Thumbnail Sketches for E-Logo	
Week 14	T	11/22	LEC - Chapters 4 - 8	
	TH	11/24	Work on E-Logo	
Week 15	T	11/29	Crit 1 - E-Logo	
	TH	12/1	Crit Final: E-Logo EXAM: ILLU	
			Finals Week	