Syllabus
MCOM 2306 Media Design & Production
Fall 2021

Instructor: Vanessa Joyner

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(The best way to contact me is by email)

Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

TA: Liseth Hubbard

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
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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 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

Unit 1: Begin: Introduction and InDesign				
Week #	Date	Class Topic	Readings & Work Lessons	Assignments Due
Week 1	T 8/24	What the course is about? Introductory Exercise	Syllabus	
	TH 8/26	Books Download Files	Adobe Bridge	
Week 2	T 8/31	LEC - Adobe Bridge & Contact Sheet	IND 1 Workspace & IND 2 Know IND	
	TH 9/2	LEC - Chapter 1 and 2	IND 3 Set Up Doc/Pgs IND 4 Objects	Introductory Exercise Quiz – Course Beginning
Week 3	T 9/7	LEC - Chapter 3		
	TH 9/9	LEC - Chapter 4	IND 5 Color IND 6 Flow Text IND 7 Edit Text	
Week 4	T 9/14	LEC - Chapter 5 LEC - Chapters 6 & 7	Read: 8 – 11 To discuss in class	
	TH 9/16	DISC: Lessons 8 - 11		
Week 5	T 9/21	No Class		
Photoshop				

	TH 9/23	Announce Poster TA Demonstration – Photoshop	PSD 1 Work Area PSD 2 Photo Correc. PSD 3 Selections	AB Contact Sheet Exam: IND 1-7, AB Video Lessons: IND 1-7
Week 6	T 9/28	LEC - Chapter 1, 2, 3		
	TH 9/30	Continued	PSD 4 Layers PSD 5 Quick Fixes PSD 6 Mask & Channels	Brochure: Extra Credit
Week 7	T 10/5	LEC - Chapter 4, 5, 6		
	TH 10/7	Continued	PSD 7 Typographic D. PSD 8 Vector Draw. PSD 9 Adv Composit.	
Week 8	T 10/12	LEC - Chapters 7, 8, 9		
	TH 10/14	A - Poster / Thumbs	PSD 10 Ptg w Mix Br. PSD 11 Editing Video	
Week 9	T 10/19	LEC – Chapters 10, 11		CRIT – Thumbs P. Pick best & start
	TH 10/21	Work on Poster		
Week 10	T 10/26	No Class		Exam: PSD (1-11) Lessons: 1- 11
	TH 10/28	Work on Poster		
Week 11	T 11/2	Work on Poster		
	TH 11/4	CRIT 1 - Poster		
Week 12	T 11/9	CRIT 2 - Poster	ILLU 1 Work Area ILLU 2 Select Artwork	
Illustrator				
	TH 11/11	LEC - Chapters 1 & 2 A - Editorial Logo	ILLU 4 - 8	
Week 13	T 11/16	LEC - Chapters 4 - 8		CRIT – Thumb S. for E-Logo
	TH 11//18	Work on E-Logo		
Week 14	T 11/23	Thanksgiving		
	TH 11/25	Thanksgiving		
Week 15	T 11/30	CRIT 1 - E-Logo	XD - Video	
	TH 12/2			E-Logo Changes XD - Quiz