Syllabus
MCOM 3311 Publication Design
Spring 2022

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(The best way to contact me is email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

TA: Liseth Hubbard

Course Overview:

Publication Design will include the theory and practice of newspaper, magazine, infographic, brochure and interactive web layout and design. There is an emphasis on publication design, and its many forms. By exercise, test, and special projects. Exercises are step by step instructions on how to build the various parts of publications, how to add content to the publications, process images andtext created for the various formats. Testing will be over the knowledge obtained from the course books and by project. Special projects will require an advanced or progressive knowledge of a specific application.
Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. Prerequisites: JOUR 2306 Media Design or instructor approved demonstrated competency with software.

Student Learning Outcomes:

1) Awareness of the many theories that are the foundation of publication and/or graphic design.
2) Ability to redesign a non-functional or weak print visual communication tool into a well-designed functional tool using research and the design process.
3) Demonstrate a progression in knowledge of the Adobe Creative Suite applications.
4) Have learned various methods of creating visual or graphic design products that are publication design related. These products will include an array of formats such as news, magazine, infographic, ad, and brochure which will be useful for personal and/or commercial publication.
5) Students will develop career and communication skills in the area of graphic arts communication areas of research/communication, project management and collaboration, design, and professional print or digital production using graphic design tools.
6) Student will develop several projects using Adobe Creative Suite which will include Photoshop, Adobe InDesign, Illustrator and more software applications to develop graphics, build layouts and print materials. Students will use Adobe Acrobat to review and improve content, produce print-ready materials, and develop your portfolio.
7) Be familiar with industry expectations regarding the creating of a variety of publications such asnewspapers, feature pages, magazine covers and editorial spreads, newsletters and more.

Required Textbooks and Readings

Editing by Design
For Designers, Art Directors, and Editors—the Classic Guide to Winning Readers Paperback – September 1, 2003 by Jan White (Author) Allworth Press; 3rd edition (September 1, 2003) ISBN-13; 978-1581153026 ISBN-10: 1581153023 Edition 3.

The Newspaper Designer's Handbook
[Spiral-bound] Tim Harrower (Author), Julie Elman (Author)
Publication Date: June 11, 2013 | ISBN-10: 0073512044 | ISBN-13: 978-0073512044
Edition: 7 For 24 Hour ACC access: Purchase Adobe Creative Cloud membership:

Adobe Creative Cloud - https://creative.adobe.com/plans . There is an option for month to month or yearly membership.

Suggestion:
$50 – $75: Keep additional monies for possible website access and joining professional design organizations.

Special Course Notes: -- The listed items are required. Details for most in Canvas

A. COURSE SCHEDULE: A course schedule is provided that list day by day what will be covered in class and what assignment may be due.
B. LECTURES/DEMONSTRATIONS – Important material from the text and outside sources will be covered in class. You should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured, outside material relevant to topics being covered.
C. EXERCISES, EXAMS, PROJECTS – Exercises are step by step instructions on how to build the various parts of publications, how to add content to the publications, process images and text created for the various formats. Exams will be over the knowledge obtained from the course books and by project. Special projects will require an advanced or progressive knowledge of a specific application.
D. A PC or MACINTOSH COMPUTER – Capable of running graphic applications. A minimum of 8 Gb of RAM or more. The mini computers are not recommended.
E. The computers in CAS 106 are available for your use according to schedule posted.
F. MODULES – Work assigned in (Story, Newspaper, Newspaper Article, Magazine)
G. CRITIQUES – Attendance and participation is required.
   Interviewing and responding to feedback
H. SERVICE PROJECT – May be included in which we will work with an actual client.
I. FIELD TRIP – To be announced (attendance required)
J. GUEST SPEAKER – To be announced (attendance required)
K. CONSENT FORM – Photography/Video.
L. PARTICIPATION – We will meet Face-to-Face, and when Zoom is necessary; make sure that your face is shown in class session.
M. MEMBERSHIP in Department Design Club. Would like all of those considering the Graphic Design Minor to join the Design Club. More information to come.
N. MEMBERSHIP in DSVC and attend 1 or 2 events by Zoom or in person.

Assignments and weights/point values

1. Field Trips/Guest Speakers   10%
2. Exercises   20%
   a. Tabloid & Magazine Prep
   b. Stories
   c. Ad Design
   d. Critiques
   e. Attendance
3. Exams or Quiz   40%
4. Projects   30%
   a. Tabloid
   b. Magazine
   c. Brochure
   d. Infographic

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) Detailed information will be provided in class and on Canvas.

- News Stories
- Tabloid Prep
- Magazine Prep
- Tabloid creation
- Magazine creation
- Ad Design (2)
- Exams (Newspaper Designer's Handbook and Editing by Design)
- Brochure
- Infographic
- Portfolio

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

Note the last date to drop the course is included in the calendar along with the final exam date and time. These are required. Students HIGHLY recommend that you link the assignments to the Canvas calendar. That comes up on their phones

A – Assignment   NDH – Newspaper Designer's Handbook   EBD – Editing by Design
LEC – Lecture   DIS – Discussion   CRIT – Critique

JANUARY 2022					
MODULE 1: INTRODUCTION					
Week #		Date	Class Topic	Readings for Next Class	Assignments Due
Week 1	T	1/11	Introduction/Getting Started		
	TH	1/13	Continue – Getting Started A – Video Stories (3) /Discuss	Read: NDH Ch 1, 2	
Week 2	T	1/18	LEC – NDH Chap. 1, 2	Read: NDH Ch 3, 4	
	TH	1/20	LEC – NDH Chap. 3, 4		
TABLOID					
Week 3	T	1/25	A – Tabloid Prep • Research photos • Cover - Thumb. Sketch • Ad • App Review	Read: NDH Ch 5, 6, 7, and 8	Essays: Stories, 3 (2-Strong) Exam: Getting Started & Ch 1-4
	TH	1/27	Work on Prep – In class		
Week 4	T	2/1	LEC – NDH Chap. 5, 6, 7 Work on Tabloid		
	TH	2/3	CRIT – Tabloid Prep[1] A - Begin working on Tabloid		Crit: Tabloid Prep
Week 5	T	2/8	No Class – Work on Tabloid Note: Instructor and TA away at Conference.		
	TH	2/10	No Class – Work on Tabloid Note: Instructor and TA away at Conference.		Exam: NDH 1 – 8
Week 6	T	2/15	CRIT 1- Tabloid		Crit 1: Tab.
	TH	2/17	CRIT 2 -Tabloid	Read: EBD up to Pullquotes	Crit 2: Tab.
MAGAZINE					
Week 7	T	2/22	LEC – EBD (to Pullquote's)	Read: EBD – Captions to Checking	
	TH	2/24	LEC – EBD (to Checking)		
Week 8	T	3/1	A – Magazine Prep[2] • Research photos • Cover, Logo, 2-page w art - Thumb. Sketch		

			Ad		
	TH	3/3	Work on Prep – In class		
Week 9	T	3/8	*Spring Break*		
	TH	3/10	*Spring Break*		
Week 10	T	3/15	CRIT – Magazine Prep A – Begin working on Mag		*Crit: Mag Prep*
	TH	3/17	Work on Magazine		*Exam: EBD*
Week 11	T	3/22	Work on Magazine		
	TH	3/24	CRIT – Mag Cover		*Crit: Mag Cover*
Week 12	T	3/29	Work on Magazine A – 60-Minute Pose		
	TH	3/31	CRIT – Inside & Ad		*Crit: Inside & Ad*
Week 13	T	4/5	CRIT – Final Mag – All		*Crit: Final All*
			BROCHURE & INFOGRAPHIC		
	TH	4/7	A – Brochure & Infographic		
Week 14	T	4/12	Work on Project		
	TH	4/14	Work on Project		*Crit: Bro. & Info.*
			PORTFOLIO		
Week 15	T	4/19	A – Portfolio		
	TH	4/21			*Crit: Port.*
FINALS					

1. Your Best Story – Supported by great pictures.
2. Topic: How to Build Digital Intelligence

April 4, 2022 – Registration for Fall 2022 begins for juniors.
April 5, 2022 – Registration for Fall 2022 begins for sophomores.
April 6, 2022 – Registration for Fall 2022 begins for freshman.