

SYLLABUS – SPRING 2023
MCOM 3311 Publication Design
2:00 PM – 3:20 PM

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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

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 building the various parts of publications, adding content to the magazines, and processing images and text created for multiple formats. Testing will be on the knowledge obtained from the course books and the project. Special projects will require an advanced or progressive understanding of a specific application.

Students will understand and apply concepts and theories in using and presenting 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 as newspapers, 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 – When available – Will work with an actual client.
- I. FIELD TRIP – When available – To be announced (attendance required)
- J. GUEST SPEAKER – When available – 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	90% or greater
B	80 – 89%
C	70 – 79%
D	60 – 69%
F	below 59%

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 TAB - Tabloid

Week #		Date	Class Topic	Readings for Next Class
Week 1	T	1/10	Introduction (Syllabus, Getting Started Quiz, Intro Activity, Copyright) Due: 1/19	
	TH	1/12	Continue – Getting Started Pub Design – Overview A – Video - Discuss, Stories 3 (2-Strong) Due 1/26	Read: NDH Ch 1, 2
Week 2	T	1/17	LEC – NDH Chap. 1, 2 / A – Newseum Exercise (In-Class)	Read: NDH Ch 3, 4
	TH	1/19	LEC – NDH Chap. 3, 4 DUE: Introduction Activities DUE: Getting Started Quiz	Read: NDH Ch 5, 6, 7, and 8
TABLOID				
Week 3	T	1/24	A – Tabloid and Tabloid Prep (Template, Select story, Research photos for story, Cover Design Thumbnail Sketches, iPads, Ad Basic) Due 2/2	
	TH	1/26	Work on Prep – In class DUE: Stories (3) and Discussion	
Week 4	T	1/31	LEC – NDH Chap. 5, 6, 7 Work on Tabloid Prep	
	TH	2/2	CRIT – Tabloid Prep A - Begin working on Tabloid	
Week 5	T	2/7	Work on Tabloid	
	TH	2/9	Work on Tabloid EXAM: NDH 1 – 8	
Week 6	T	2/14	Work on Tabloid	
Day 12	TH	2/16	CRIT 1- Tabloid Cover	Read: EBD up to Pullquote’s
Week 7	T	2/21	CRIT 2 - Tabloid Cover & Inside	Read: EBD – Captions to Checking
MAGAZINE				
	TH	2/23	LEC – EBD (to Pullquote’s) LEC – EBD (to Checking)	
Week 8	T	2/28	A – Magazine – Due 3/23	

			<ul style="list-style-type: none"> Pt 1 - Magazine Prep to include: (Choosing a Story from the remaining 2, Research Photos. Thumbnail Sketch Cover, logo or banner, ad design) iPads Due 3/7 60-Minute Pose 	
	TH	3/2	Work on Prep – In class	
Week 9	T	3/7	CRIT – Magazine Prep (Story, Contact Sheet, Thumbnail Sketches) A – Begin working on Mag. Critique 1: 3/23	
	TH	3/9	Work on Magazine EXAM : EBD	
Week 10	T	3/14	Spring Break	
	TH	3/16	Spring Break	
Week 11	T	3/21	Work on Magazine	
	TH	3/23	CRIT 1 – Magazine Cover, Logo or Banner, Table of Contents. Critique 2: 3/30	
		3/23	<i>Last day to withdraw</i>	
Week 12	T	3/28	Work on Magazine / 60 Minute Photos	
	TH	3/30	CRIT 2 – Magazine All (Inside Spread, Ad Design, Creative Brief, Journal)	
BROCHURE AND INFOGRAPHIC				
Week 13	T	4/4	CRIT – Final Mag (Changes) A – Brochure & Infographic (Service Project - Communication Department)	
	TH	4/6	CRIT – Thumbnails of Brochure & Infographic	
Week 14	T	4/11	Work on Project	
	TH	4/13	Work on Project CRIT : Bro. & Info.	
PORTFOLIO				
Week 15	T	4/18	A – Portfolio	
	TH	4/20	CRIT : Portfolio	
FINALS		4/24-29		

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