

SYLLABUS – Fall 2025
MCOM 2306 Media Design & Production
Tu Th 9:30 PM – 10:50 PM / and Online

Instructor: Professor 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

Course Overview:

Media Design and Production is a course that allows students to learn various technologies that will aid them in producing print and digital layouts. These technologies include applications from the Adobe Creative Cloud. The applications that will be focused on are Photoshop, Illustrator, InDesign, Canva, and Design Basics. No prerequisite knowledge is needed for this course.

Student Learning Outcomes:

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| 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 Subscription

Adobe Creative Cloud Classroom in a Book, 1st Edition

Design Software Foundations with Adobe Creative Cloud

<https://www.vitalsource.com/products/adobe-creative-cloud-classroom-in-a-book-joseph-labrecque-v9780137914951>

Author(s) Joseph Labrecque

Publisher: Adobe Press PTG

Format: Reflowable

Print ISBN 9780137914708, 0137914709

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Edition: 1st

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Sketch Pad

Adobe Creative Cloud Subscription (Online Only) - \$29.99 per month or a yearly fee.

This places the applications onto your personal computer and provides access to a tremendous number of applications.

“Creative Cloud Complete” Subscription at this link: <http://bit.ly/1U4ed9u>. This is the software to be downloaded to students’ computers and needed to operate the applications to be learned in this class.

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

- 1) SUBSCRIPTION - 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 - Capable of running graphic applications. A minimum of 8 Gb of RAM or more. Mini-computers are not recommended.
- 3) COURSEBOOK LISTED ABOVE.
- 4) COMPUTERS IN CAS 106 - Available for 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. A Lab Tech is available in the Multimedia Production studio next door for assistance.
- 5) LAB TECH - For assistance, a Lab Tech is at your disposal in the Multimedia Production Studio next door to CAS 106.
- 6) LEARN TOOLS—A large part of this course involves learning graphic design tools through exercises, exams, and projects.
- 7) MODULES – Work assigned in (Story, Newspaper, Newspaper Article, Magazine)
- 8) CRITIQUES – Attendance and participation are required.
- 9) CONSENT FORM – Photography/Video.

Assignments and weights/point values

1. Lessons (Adobe Creative Cloud applications):	25%
2. Exams (4):	30%
3. Projects (3):	
Brochure, Poster, Editorial Logo	35%
4. Critiques (Minimum of 4):	5%
5. Attendance	5%
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. Most of the time, you will receive full credit for late work, especially for unexpected events that occur in your life. 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—I am trying to familiarize you with Illustrator's potential to create excellent logos and with 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

MEDIA DESIGN AND PRODUCTION FALL 2025				
<i>Unit 1: Begin: Introduction</i>				
<i>Week #</i>		<i>Date</i>	<i>Class Topic</i>	<i>Readings & Work Lessons</i>
Week 1	T	8/26	LEC – Introductions and Syllabus Introductory Exercise and Getting Started Quiz Due: 9/3	
	TH	8/28	LEC – Book, How to Download Files	
CANVA EXERCISES				
Week 2	T	9/2	REVIEW – First week assignments LEC – Canva	
	TH	9/4	LEC – Canva ASSIGN – Canva Exercises, Due 9/11	Due: Getting Started Quiz Introductory Exercise Download Files
ADOBE EXERCISES				
Week 3	T	9/9	LEC – Fundamentals of Design with Adobe Express, Exercises, Due 9/28 LEC – Ch 1 Creative Cloud Desktop and Mobile Applications – (No exercise for Ch 1)	
	TH	9/11	LEC – Adobe Bridge, ASSIGN - Contact Sheet, Due 9/23 LEC – Ch 10 Compositing Motion Graphics w After Effects ASSIGN - Exercises, Due 9/23	Due: Canva Exercises
Week 4	T	9/16	LEC – Ch 3 Raster Image Compositing with Photoshop, ASSIGN - Exercises, Due 9/23	
	TH	9/18	LEC – Ch 2 Cloud-Based Photography with Lightroom, ASSIGN - Exercises, Due 9/23 LEC – Discuss Photoshop	

ADOBE PHOTOSHOP EXERCISE				
Week 5	T	9/23	LEC – Discuss Photoshop	EXERCISES DUE – Fund of Des & Chapters 2, 3, 10 & Contact Sheet EXAM: Fund of Des & Chapters 1, 2, 3, and 10
	TH	9/25	ASSIGN: Greeting Cards 2 - Photoshop	
ADOBE PHOTOSHOP PROJECTS				
Week 6	T	9/30	Critique: Greeting Card ASSIGN: Movie Poster, Due 10/16 and 10/21 Thumbnails Due, 10/7	
	TH	10/2	LEC – Thumbnail sketches Work on Thumbnail Sketches	
Week 7	T	10/7	CRITIQUE: Thumbnail Sketches / Choose Best	
	TH	10/9	Work on Movie Poster	
Week 8	T	10/14	Work on Movie Poster LEC – Introduce Figma	
	TH	10/16	CRITIQUE 1: Movie Poster	
Week 9	T	10/21	CRITIQUE 2: Movie Poster LEC – Ch 4 Designing Vector Graphics with Illustrator or other app, Due 11/13 or, Inks	
ILLUSTRATOR				
	TH	10/23	LEC – Illustrator/PDF ASSIGN – Logo Thumbs due: 10/30 Editorial Logo due: 11/4 Trad Logo due: 11/6	
Week 10	T	10/28	CRITIQUE: Thumb Sketches for Logos/Choose best/Groups	
	TH	10/30	Work on projects	
Week 11	T	11/4	CRITIQUE 1 – Editorial Logo	
	TH	11/6	CRITIQUE 2 – Logo	

			LEC – Ch 5 Managing Page Layout with InDesign, Exercise Due 11/13	
BROCHURE				
Week 12	T	11/11	LEC – InDesign ASSIGN – 2 Brochures, Exercise Due 11/18	
	TH	11/13		SUBMIT EXERCISES: Chapters 4 – 5 EXAM: Chapters 4 - 5
Week 13	T	11/18	WORK DAY	
	TH	11/20	CRITIQUE 1: Brochure 1	
Week 14	T	11/24	Thanksgiving	
	TH	11/28	Thanksgiving	
	TH	12/2	WORK DAY	
Week 15	T	12/4	CRITIQUE 2: Brochure 2 (plus Brochure 1 chgs)	
			Finals Week	