University of Texas at Tyler
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Office Hours: MW 12:00 PM – 2:00 PM. Appointments preferred.
FTF Class Time: T/TH 2:00 PM to 3:20 PM / CAS 224

Spring 2019

MCOM 2306.060 & .001.

Media Design & Production Syllabus – Online & FTF

COURSE INTRODUCTION

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 Dreamweaver and design basics. There is no prerequisite knowledge needed for this course.

Competency: Major Core

Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for all design related production.

COURSE STRUCTURE

LEARNING: Online
MODULES: The applications will be learned by the following Adobe application module.
Module 1: Bridge, Module 2: InDesign, Module 3: Photoshop, Module 4: Illustrator, Module 5: XD
COMMUNICATION: By email. Please try to keep communications within the normal hours of a work day.
LEARNING ACTIVITIES: By lesson, exam, and special project. Exercises are step by step instructions on how to create page layouts, design objects, and image manipulation with the use of the appropriate application. Testing will be over the knowledge of the various tools and their function. Special projects will require an advanced or progressive knowledge of a specific application.
COURSE SCHEDULE: A course schedule will be provided that will list session by session what assignment is due.

COURSE OBJECTIVES

1. Express knowledge of the function and purpose of Adobe Bridge. Learn how it relates and complements all of the Adobe CC applications.
2. Know how Adobe Photoshop supports most applications in the area of image development. Demonstrate an ability to perform several functions of this application. Have knowledge of what it takes to create a finished digital design for publication.
3. Understand how page development is taken to new levels with the assistance of Adobe InDesign. Know how to make from one to multiple page professional documents that can be used for print or interactive media.
4. Be able to express and demonstrate creative techniques with the use of Adobe Illustrator. Have a knowledge of which tool is appropriate to create a particular object.
5. Understand the power of another vector-based application, Adobe XD, that can be used for designing and prototyping user experiences for the web and mobile applications.
6. Understand how all of these applications work with one another.
7. Learn design basics to appropriately apply software knowledge.

STUDENT LEARNING OUTCOMES

- *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.*
- *Demonstrate an ability to learn several computer software applications.*
- *Incorporate learned knowledge into practical creative project design by evaluating the perimeters of a project and skillfully completing it.*
- *Be able to successfully test learned knowledge of each given application in addition to the practical application of software.*
- *To create projects that are technically and aesthetically sound.*

WHERE TO GET HELP

My contact information will be on the Syllabus and under "Introduction."

Technical and/or computing support is available from Campus Computing Center daily from 7AM to 11PM, and the weekends from 12PM to 10PM. You may also email them at itsupport@uttyler.edu, or http://uttyler.edu/ccs/ or phone at (903) 565-5555 (x 5555 on campus).

More campus services are available by viewing this guide. http://lms-media.uttyler.edu/fileman/oid/resource/index.html#Campus

The Canvas Help website is available at: https://community.canvaslms.com/docs/DOC-10701-canvas-student-guide-table-of-contents

Upswing: Free 24/7 online tutoring program for undergraduate students, UpSwing. Students can access UpSwing directly at: https://uttyler.upswing.io/

COURSE REQUIREMENTS

- *Students will develop career and communication graphic arts communication skills in the areas of project management, design, and professional print production using graphic design tools and software.*
- *This course emphasizes technical manipulation and print publishing skills. Students will complete assigned tutorials for Adobe InDesign, Photoshop, and Illustrator.*
- *Students will develop projects using Adobe Photoshop, Adobe InDesign, and Illustrator to develop graphics and to build layouts and print materials.*

Required Text & Subscription *(Note these items also under Getting Started section in Canvas)*

Adobe Photoshop CC Classroom in a Book (2019 Release)
by: Andrew Faulkner; Conrad Chavez
Publisher: Adobe Press PTG
Print ISBN: 9780135261781, 0135261783
eText ISBN: 9780135262542, 0135262542
Edition: 1st
Copyright year: 2019
Student Access:
https://www.vitalsource.com/referral?term=9780135262542

Adobe Illustrator CC Classroom in a Book (2019 Release)
by: Brian Wood
Publisher: Adobe Press PTG
Print ISBN: 9780135262160, 013526216X
eText ISBN: 9780135262801, 0135262801
Edition: 1st
Copyright year: 2019
Student Access:
https://www.vitalsource.com/referral?term=9780135262801

Adobe InDesign CC Classroom in a Book (2019 Release)
by: Kelly Kordes Anton; Tina DeJarld
Publisher: Adobe Press PTG
Print ISBN: 9780135262153, 0135262151
eText ISBN: 9780135285824, 0135285828
Edition: 1st
Copyright year: 2019
Student Access:
https://www.vitalsource.com/referral?term=9780135285824

Title: Adobe Creative Cloud Subscription
ORDER ONLINE ONLY – *No hard copy from bookstore / 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.

TOOLS
Flash Drive

PROJECT ASSIGNMENTS
Within the course of the semester the students will complete several exercises, possibly a couple of special projects and at least 3 exams. Exercises will be submitted to the Assignment section of Modules for Media Design.

LAB – CAS 106
Only one class at a time will be permitted in the lab. Use according to schedule posted on the Rm 275 door.

LATE WORK
Failure to meet a project deadline or participate in a Discussion will result in a 20 pt grade reduction for that project.

HOMEWORK
Sometimes as much as 4 to 5 hours or more per week is required.

COPYRIGHT ISSUES
For more information see the following link.
http://creativecommons.org/

ATTENDANCE AND TARDINESS POLICY – Only relevant in regards to testing.
This class runs from August 26, 2019 through December 6, 2019. Study Day, December 9. Finals will be December 10 - 14, 2019. No make-up exams – will be allowed if the instructor is given a legitimate excuse BEFORE the time of the exam, exercise or project.
Online
The school requires us to report your attendance within the first couple of weeks of school. If you do not participate in Introductory exercises and exams/quizzes, that will be my indication that you are not showing up for class. This is also important as the semester progresses. If work is not submitted on time; I may assume you have dropped unless informed otherwise.
For Face-to-Face Students
*THREE absences are allowed – this includes illness, university-sponsored activities, etc. A **fourth absence** will lower the final grade by 5 percentage points. A **fifth absence** will lower the grade by 10 percentage points.*
See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting. Students over 15 minutes late are considered absent. If a student must be absent the day an exam or presentation is scheduled, he/she must notify the instructor before class time. No make-up tests or presentations will be allowed. It is best that you obtain a partner that will assist you in keeping up with the class. It is not the instructors'

responsibility to keep you informed in the event of your absence. I will not send additional emails to you or updates or brief you at the beginning of the next session.

STATE-MANDATED COURSE DROP POLICY

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

LICENSE TO RIGHT OF WORK PRODUCT

Enrollment in the course constitutes your understanding and agreement that work submitted for grade/credit becomes the property of the instructor. You should make personal copies before submitting the original to the instructor for grading.

STUDENT ABSENCE FOR UNIVERSITY-SPONSORED EVENTS AND ACTIVITIES

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

STUDENTS RIGHTS AND RESPONSIBILITIES

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www.uttyler.edu/wellness/rightsresponsibilities.php

ACADEMIC DISHONESTY AND ORIGINAL WORK

Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students also have a special obligation to adhere to such standards. It is your responsibility to become familiar with the material in A Student Guide to Conduct and Discipline.pdf at UT Tyler concerning university regulations regarding academic dishonesty, and the definitions of cheating and plagiarism that it contains. In general, plagiarism is the unauthorized use of published or unpublished material as well as not giving proper credit to the source.

The term plagiarism includes, but is not limited to:

a) use by paraphrase or direct quotation of the published or unpublished work of another person without fully or properly crediting the author with footnotes, citations or bibliographical reference

b) unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials

c) acknowledged use of work/materials that have been produced through collaboration with others without release in writing from collaborators.

Therefore, cheating and plagiarism will NOT be tolerated. The student will receive a 0 on the assignment for cheating or plagiarism, and in severe cases, the student will fail the course. I WILL report any case of academic dishonesty to the proper channels within the university. If you have any questions or hesitations, please feel free to talk to me.

STUDENT EMAIL POLICY

UT Tyler's Patriot Email system serves as the electronic communication source for corresponding with students. Upon acceptance for admission to UT Tyler, students are issued a unique Patriot Email address. Please check your Patriot Email account regularly. Important information from the university will be distributed to you through your Patriot Email account, and it will be the communication source for Blackboard. For more information about Patriot Email or to access your account, click Patriot Email under UT Tyler Logins on the UT Tyler home page (www.uttyler.edu).

GRADE REPLACEMENT

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.
The Census Date is the deadline for many forms and enrollment actions that students need to be aware of.

These include: Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
Receiving 100% refunds for partial withdrawals.
(There is no refund for these after the Census Date)

Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
Being reinstated or re-enrolled in classes after being dropped for non-payment
Completing the process for tuition exemptions or waivers through Financial Aid

INCOMPLETE

An Incomplete is given only under these circumstances.
https://www.uttyler.edu/registrar/policies/incompletes.php

TOBACCO POLICY

UT Tyler a Tobacco-Free University:

- *All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.*
- *Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.*
- *There are several cessation programs available to students looking to quit smoking, including counseling, quit lines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.*

GUN POLICY

"We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed.
More information is available at http://www.uttyler.edu/about/campus-carry/index.php."

SOCIAL SECURITY STATEMENT

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

EVALUATION AND GRADE CALCULATION

30%	Assignments or Exercises
30%	Special Projects/Poster
40%	Exams
100%	Total

A = Outstanding.

This grade is for work of clearly professional quality (publishable or broadcast ready). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

B = Good.

This grade is for work of clearly professional quality (publishable or broadcast ready). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

C = Adequate.

This grade is for work that indicates a problem in at least one area, such as use of some elements of visual design and composition, diplomacy or strategy. It does not measure up to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D = Unacceptable Performance.

This grade is for work that is clearly unacceptable even in a classroom setting. The design/layout does not use the elements of visual design and composition correctly or at all. The design is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F = Failing.

This grade is for work that is not completed in a professional, timely way. For whatever reason, it suggests that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, design, or production processes.

GRADING ASSUMPTIONS

The grading process starts with the assumption that the work is "good," which earns a grade of "B." (See "good" definition above.)

You may create a design project with no errors that earns a "B."

Fact errors, poor organization, grammar/spelling/usage errors, unsound strategic judgment, bad diplomacy, missed deadlines and/or failure to follow proper style, techniques, and format will lower an assignment's grade.

PEER EVALUATION

Assignments and projects will be subject to peer evaluation. Students will, as a result of this process, develop the ability to critically analyze work from other sources, and, by extension, develop a more professional attitude about their work. Please work to develop tolerance for professional criticism. Everything we do as media professionals is evaluated, critiqued, accepted with revisions or flat out rejected by supervisors, editors, creative directors and clients. As you evaluate the work of others, please base your evaluation on what you're learning, your experience, and your logic. Avoid injecting personalities into critiques. Unkind or malicious remarks will not be tolerated.

Each assignment will be graded according to a matrix developed specifically for the project or assignment. A copy of the evaluation matrix for each project will be provided via Blackboard. The following criteria will also apply to the evaluation of assignments or projects.

1. *Content: Does the message and its execution clearly, gracefully and diplomatically fulfill the purpose? Does the message address the values of the client as well as those of the target audience?*
2. *Is it factually correct?*

3. *Organization: Does organization enhance content?*
   Does each part of the message lead logically and gracefully to the next?
4. *Grammar: Is the message free, for the most part,*
   of unintended grammatical, spelling, punctuation and style errors?
5. *Format: Does the execution of the message look the way it should?*
   Are unique requirements, such as headings in a business letter, correct and correctly placed?

SKILLS OVERVIEW RUBRIC
This general skills rubric is a tool for assessing various aspects of major design and print projects. Although each project has its own rubric, you should use the following to help you assess particular aspects of your projects. Select the items that apply to a particular project. This rubric will be available on Blackboard.

STUDENT SERVICES
Student Services Link
http://www.uttyler.edu/studentservices/
Includes: Testing Center, Health and Wellness
Academic Success
http://www.uttyler.edu/success/tsi.php
Includes: Campus and community support and resources, information about the Tutoring Center, and the Online Tutoring Center.
Writing Center
http://www.uttyler.edu/writingcenter/

ADA Policy
Under Federal and state laws, students with documented disabilities are entitled to reasonable accommodations to ensure the student has an equal opportunity to perform in class.
If you have a disability, including a learning disability, for which you request disability support services/accommodation(s), please contact Ida MacDonald in the Disability Support Services office to make appropriate arrangements. In accordance with federal law, a student requesting disability support services/accommodation(s) must provide appropriate documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 282. The telephone number is 903-566-7079 (TDD 565-5579)." Additional information is available at the following UT Tyler Web address: http://www.uttyler.edu/disabilityservices

DISABILITY SERVICES
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

COMPLAINTS AND GRIEVANCES
This link provides a guide to the University of Texas at Tyler Complaint and Grievance Process.
http://www.uttyler.edu/catalog/12-14/6866.htm

EMERGENCY EXITS AND EVACUATION
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not reenter the building unless given permission by University Police, Fire department, or Fire Prevention Services.