University of Texas at Tyler
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Office Hours (CAS 224): W 11:00 PM – 2:00 PM. Zoom Appointments preferred.

SPRING 2021

MCOM 2306.060 (online) & .001 (TTH 2:00 PM – 3:20 PM)

Media Design & Production Syllabus

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 Adobe XD 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: Prefer by email. Please see office hour information above.
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.

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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 InDesign Classroom in a Book (2020 release)
By: Tina DeJarld; Kelly Kordes Anton
Publisher: Adobe Press PTG
Print ISBN: 9780136502678, 0136502679
eText ISBN: 9780136502746, 0136502741
Edition: 1st
Copyright year: 2020
Student ebook Access:
https://www.vitalsource.com/referral?term=9780136502746

Adobe Photoshop Classroom in a Book (2020 release)
By: Conrad Chavez; Conrad Chavez; Andrew Faulkner; Andrew Faulkner
Publisher: Adobe Press PTG
Print ISBN: 9780136447993, 0136447996
eText ISBN: 9780136177418, 0136177417
Edition: 1st
Copyright year: 2020
Student ebook Access:
https://www.vitalsource.com/referral?term=9780136177418

Adobe Illustrator Classroom in a Book (2021 release)
By: Brian Wood
PAPERBACK
by Wood, Brian (9780136805533) – 21
EBOOK
by Wood (9780136805809) SKU:9780136805809 - 21
Student ebook Access:
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.

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 and Discussion sections of Module 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
This class runs from January 11, 2021 through April 23, 2021. Study Day is April 27, 2021. 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 / Hybrid / Zoom
THREE absences are allowed. It is my suggestion to avoid missing class if at all possible.
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.

<h1 style="text-align:center">Additional Syllabus Information</h1>

Important Covid-19 Information for Classrooms and Laboratories
Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by Procedures for Fall 2020 Return to Normal Operations. The UT Tyler community of Patriots views adoption of these practices consistent with its Honor Code and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions
Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

<h1 style="text-align:center">Resources for Success for UT Tyler Students</h1>

Faculty Office Hours: These are times when you can meet with your faculty to ask questions about the content, better understand the discipline, make career connections and more. Make use of office hours. Faculty list three hours a week (minimum) that they are available to you and also provide an appointment option if you have class or work during their office hours.

Writing Center: The Writing Center provides all undergraduate and graduate students a place to work on their writing projects and skills. There are tutoring options as well as workshops available to support you in your academic writing.

Math Learning Center: The Math Learning Center provides drop-in tutoring for lower-level math courses throughout the week. The MLC also has computer workstations for your use.

PASS Tutoring Center: The PASS Tutoring Center supports a variety of courses. Due to COVID-19, we are asking that you schedule an appointment for your face-to-face tutoring support. Tutoring is also available through Zoom tutoring sessions. Check the website to see the courses supported for the Fall 2020 term.

Supplemental Instruction (SI): SI is a series of weekly peer-assisted study sessions in courses identified by previous students as difficult. Due to COVID-19, SI sessions will be conducted face-to-face and via Zoom this fall. Check the website to see the support courses for the Fall 2020 term.

Upswing (24/7 Online Tutoring): Upswing is a free, confidential, and convenient way to receive help in nearly all of UT Tyler's undergraduate courses.

Robert R. Muntz Library Staff: UT Tyler has an incredible staff of librarians ready to assist you. Discipline/major library liaisons are available to support you and you can also schedule appointments for research consultations.
In addition, the Robert R. Muntz library's Head of University Archives and Special Collections can assist you with scholarly communications, primary sources, and archive materials.

Canvas 101: This Canvas course provides you with a wealth of information – including how to navigate in Canvas, use ProctorU (and even take a practice test), tips for being a successful online and hybrid learner, how to use Zoom, and more!

Digital Support Toolkits: Digital Support Toolkits are supplemental materials generated by faculty to help you be successful in targeted courses typically taken by our freshman and sophomore population. Students registered in Digital Support Toolkits supported courses will find these in their Canvas dashboard. You don't have to register – just take advantage of this great resource.

UT Tyler Testing Center: The Testing Center provides securing testing opportunities to meet the needs of students and the community in an environment conducive to student and academic success.

Student Accessibility and Resource (SAR) Office: The SAR Office works to provide students equal access to all educational, social, and co-curriculum programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

Student Counseling Center: The Student Counseling Center supports students in developing balance, resiliency, and overall well-being both academically and personally. They have in person and virtual counseling options. In addition, the Student Counseling Center offers TAO, a self-help, completely private online library of behavioral health resources. Sign in to the TAO website using your UT Tyler credentials.