

SYLLABUS – SPRING 2023
MCOM 2306 Media Design & Production
9:30 AM – 10:50 AM

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 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

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 Readings: At Bookstore

Adobe InDesign Classroom in a Book (2021 release)

By: Kelly Kordes Anton; Tina DeJarld

Publisher: Adobe Press PTG

eText ISBN: 9780136870418, 0136870414

EBOOK

by Anton (9780136870418) SKU:9780136870418 - 21

Edition: 1st

Copyright year: 2021

Or through VitalSource

<https://www.vitalsource.com/referral?term=9780136870418>

Adobe Photoshop Classroom in a Book (2021 release)

By: Conrad Chavez; Andrew Faulkner

Publisher: Adobe Press PTG

eText ISBN: 9780136904687, 0136904688

EBOOK

by Chavez, Conrad (9780136904687) SKU:9780136904687 - 21

Edition: 1st
Copyright year: 2021
Or through VitalSource
<https://www.vitalsource.com/referral?term=9780136904687>

Adobe Illustrator Classroom in a Book (2021 release)

By: Brian Wood
Publisher: Adobe Press PTG
eText ISBN: 9780136805809, 0136805809
EBOOK
by Wood (9780136805809) SKU:9780136805809 - 21
Edition: 1st
Copyright year: 2021
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<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.

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. The mini computers are not recommended.
- 3) THREE COURSEBOOKS LISTED ABOVE.
- 4) COMPUTERS IN CAS 106 - Available for the use of 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. For assistance a Lab Tech is at your disposal in the Multimedia Production studio next door.
- 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 is comprised of learning the tools of graphic design by exercise, exam, and project.
- 7) MODULES – Work assigned in (Story, Newspaper, Newspaper Article, Magazine)
- 8) CRITIQUES – Attendance and participation is required.
- 9) CONSENT FORM – Photography/Video.
- 10) MEMBERSHIPS - Would like all to consider joining the Design Club. Especially the Graphic Design Minors. More information to come.

Assignments and weights/point values

1. Lessons (Adobe Creative Cloud applications):
InDesign, Illustrator, Photoshop, XD 25%

2. Exams (4):	
InDesign, Illustrator, Photoshop, XD	30%
3. Projects (3):	
Brochure, Poster, Editorial Logo	35%
4. Critiques (4):	5%
Photoshop, Illustrator	
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) 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 – In an effort to familiarize with not only the potential for Illustrator to create great logos, but also 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

JANUARY 2023				
Unit 1: Begin: Introduction				
Week #		Date	Class Topic	Readings & Work Lessons
Week 1	T	1/10	LEC – Introductions Introductory Exercise / Getting Started Quiz / Contact Sheet / Syllabus <small>Due: 1/19</small>	
	TH	1/12	LEC – Books LEC - How to Download Files: Bridge, InDesign, Photoshop, Illustrator, and XD	
Week 2	T	1/17	LEC - Adobe Bridge A – Contact Sheet , <small>Due: 1/19</small>	Begin working on: IND 1 Workspace & IND 2 Know...
	TH	1/19	LEC - Chapter 1 and 2 QUIZ - Getting Started DUE - Introductory Exercise DUE - Contact Sheet	Begin working on: IND 3 Set Up Doc Pgs. IND 4 Objects
Week 3	T	1/24	LEC - Chapter 3 Setting Up Documents	IND 5 Color
	TH	1/26	LEC - Chapter 4 Working with Objects	IND 6, 7
Week 4	T	1/31	LEC - Chapter 5 LEC - Chapters 6 & 7 A – Brochure , Due Feb 9, 2023	Read Only: IND 8 – 11
	TH	2/2	Announce Poster LEC - Photoshop Demonstration	Begin working on: PSD 1 Work Area PSD 2 Photo
Week 5	T	2/7	EXAM - InDesign Chapters 1 – 11 and Adobe Bridge Video LESSONS / EXERCISES - Submit Lessons 1-7	
	TH	2/9	Photoshop Chapters 1 & 2 CRIT - Brochure	PSD 3 Selections PSD 4 Layers
Week 6	T	2/14	Work on Chapters 3 & 4	
	TH	2/16	Work on Chapter	PSD 5 Quick Fixes PSD 6 Mask & Channels
Week 7	T	2/21	CRIT - Greeting Card	Begin working on: PSD 7 Typographic

	TH	2/23	A - Poster & Poster Prep / iPad LEC - Adobe XD Demonstration and Exercise Work on Chapter 5 Work on Chapter 6	PSD 8 Vector Draw PSD 9 Adv Composition
Week 8	T	2/28	CRIT - Poster Prep Work on Chapter 7, 8, 9	
	TH	3/2	Work on lessons & poster Read only: PSD 10 Painting w Mix Brush PSD 11 Editing Video	
Week 9	T	3/7	Work on Poster	
	TH	3/9	EXAM: PSD (1-11) Note: Chapters 10, 11 Read Only Submit: Lessons: 1- 9	
Week 10	T	3/14	Spring Break	
	TH	3/16	Spring Break	
Week 11	T	3/21	Work on Poster	
	TH	3/23	CRIT 1 – Poster A – Add Poster to Adobe XD (Video)	
		3/23	<i>Last day to withdraw</i>	
Week 12	T	3/28	CRIT 2 – Poster Final CRIT - Adobe XD Project – Simple w Poster	Begin working on: ILLU 1 - 4
	TH	3/30	LEC - Chapters 1 – 4 Quiz - XD	
Week 13	T	4/4	A - Editorial Logo	ILLU 5 - 6
	TH	4/6	CRIT: Thumbnail Sketches for E-Logo	
Week 14	T	4/11	Work on - Chapters 5 - 6	Read - ILLU 7 - 8
	TH	4/13	Work on E-Logo	
Week 15	T	4/18	CRIT 1 - E-Logo	
	TH	4/20	CRIT 2 Final - E-Logo Exam - Illustrator Chapters 1 - 8 Lessons / Exercises - Submit Lessons 1 - 6	
		4/24-29	Finals Week	