

# **SYLLABUS – SPRING 2026**

## **MCOM 2306 Media Design & Production**

### **MW 2:30 PM – 3:55 PM / and Online**

Instructor: Professor Vanessa Joyner

Office: CAS 224

Phone: 903-566-7301

Email: vjoyner@uttyler.edu

(The best way to contact me is by email)

Office Hours: Wednesdays 11:00 AM - 2:00 PM, and by appointment

#### **Course Overview:**

Media Design and Production is a course that teaches students various technologies to help them produce 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:**

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

eText ISBN 9780137914951, 0137914954

Edition: 1st

Copyright: 2023

Sketch Pad

Adobe Creative Cloud Subscription (Online Only) - \$24.99 per month or a yearly fee.

This installs the applications on your personal computer and provides access to a vast number of them.

“Creative Cloud Complete” Student Subscription at this [link](#). This is the software to be downloaded to your computers and needed to operate the applications taught in this class. These apps are also available on the computers to the left of the instructor’s desk. They may be accessed when no class is in the room. A schedule is typically provided after week two. Access is generally available up until 7 PM, and is not available on weekends.

**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. The lab is available most days until 8 PM. A Lab Tech is available in the Multimedia Production studio next door for assistance.
- 5) LEARN TOOLS—A large part of this course involves learning graphic design tools through exercises, exams, and projects.
- 6) MODULES – The modules include instructions for exercises, posters, logos, brochures, and more.
- 7) CRITIQUES – Attendance and participation are required—10 to 20-point loss for being late.
- 8) 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-point 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 significant tools for graphic design. We begin with Canva, Adobe Express, Photoshop, Illustrator, and finally InDesign. The exercises are tutorial lessons that present step-by-step methods for 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 significant concepts learned from the assigned applications.

Projects (3): All of the projects are considered applications, which are ways 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 semester's major Photoshop project.

Editorial and Traditional 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.

# MEDIA DESIGN AND PRODUCTION

## Spring 2026 – Course Schedule (Student-Friendly Version)

---

### Course Key (Read First)

- **LEC** – Lecture
- **DIS** – Discussion
- **CRIT** – Critique
- **A** – Assignment
- **ACC** – Adobe Creative Cloud Book (VitalSource)
- **Tools:** Canva, Adobe Express, Photoshop (PSD), Illustrator (ILLU), InDesign (IND)

---

## UNIT 1 — COURSE INTRODUCTION & CANVA

*(Weeks 1–2)*

### Week 1: Course Introduction

#### Monday – 1/12

- Course introductions & syllabus review
- Introductory Exercise
- Getting Started Quiz

#### Wednesday – 1/14

- Discuss: Course textbook overview / Adobe Creative Cloud – VitalSource (ACC), Due February 2, 2026
- Discuss: How to download course files / Adobe Bridge, Adobe Photoshop, Due February 2, 2026

**Due: Wednesday, January 21, 2026**

- **Getting Started Quiz**
- Introductory Exercise
- Download course files

---

### Week 2: Canva Basics

#### Monday – 1/19 Holiday

## Wednesday – 1/21

- Review of Week 1 assignments
- Discuss/Assign: Introduction to Canva / Canva tools & layout basics / Exercises Due January 26, 2026

### Due today:

- Getting Started Quiz
- Introductory Exercise
- Download course files

---

## UNIT 2 — ADOBE FUNDAMENTALS – Adobe Creative Cloud Book (VitalSource)

*(Weeks 3–4)*

### Week 3: Adobe Express, Adobe Photoshop, Adobe Bridge

#### Monday – 1/26

- Discuss/Assign: Fundamentals of Design with Adobe Express (ACC), Due February 2, 2026
- Discuss: Chapter 1: Creative Cloud Overview (ACC-No exercise assigned/Read only), Due February 2, 2026

#### Due today: Canva Exercises

#### Wednesday – 1/28

- Discuss/Assign: Adobe Bridge Contact Sheet, Due February 2, 2026
- Discuss/Assign: Chapter 2: Cloud-Based Photography with Lightroom (ACC), Due February 2, 2026

---

## Week 4: Lightroom, After Effects

#### Monday – 2/2

- Discuss/Assign: Chapter 3 Raster Imaging Compositing with Photoshop (ACC), Due February 9, 2026

**Due today:** February 2, 2026, by 11:59 for online, by 2:30 PM for face-to-face.

- Exercise: Fundamentals of Design with Adobe Express (ACC)
- Exercise: Adobe Bridge Contact Sheet
- Exercise: Chapter 2: Cloud-Based Photography with Lightroom (ACC)

## Wednesday – 2/4

- Discuss/Assign: Chapter 11: After Effects: Motion Graphics Compositing (ACC), Due February 9, 2026

---

# UNIT 3 — PHOTOSHOP PROJECTS

*(Weeks 5–8)*

## Week 5: Photoshop Assessment

### Monday – 2/9

- Discuss/Assign: Photoshop Lessons, Due February 23, 2026

**Due today:** February 9, 2026, by 11:59 for online, by 2:30 PM for face-to-face.

- Exercise: Chapter 3 Raster Imaging Compositing with Photoshop
- Exercise: Chapter 11: After Effects: Motion Graphics Compositing
- EXAM: For Fundamentals of Design with Adobe Express, Chap 2, 3, and 11

### Wednesday – 2/11

- Discuss/Assign: Greeting Card Project - Quick turnaround exercise (Photoshop), Due February 16, 2026

---

## Week 6: Movie Poster Project Begins

### Monday – 2/16

- Discuss/Assign: Movie Poster, Critique 1 – Due March 4, 2026
- Discuss/Assign: Poster Prep, Due February 23, 2026

**Due today:** February 16, 2026, by 11:59 for online, by 2:30 PM for face-to-face

- Critique: Greeting Cards

### Wednesday – 2/18

- Lecture: Poster thumbnail sketching & poster planning

---

## Week 7: Poster Development

### Monday – 2/23

**Due today:**

- Critique: Poster Prep and Select the best thumbnail sketches
- Photoshop Lessons due today by 11:59 PM for both class sections.

**Wednesday – 2/25**

- Work day: Movie Poster

**Due: 3/4/2026 by 11:59 PM (Next Week)**

- Critique 1: Movie Poster

---

**Week 8: Poster and Critiques**

**Monday – 3/2**

- Introduction to Figma - Exercise

**Wednesday – 3/4**

**Due today:**

- Critique 1: Movie Poster

**Due: 3/16/2026 by 11:59 PM for online class / 2:30 PM for face-to-face (When return from break)**

- Critique 2: Movie Poster

**Week 9: Spring Break 3/9-3/13**

---

**UNIT 4 — ILLUSTRATOR & LOGOS**

**Weeks 10–11**

**Week 10: Illustrator Introduction**

**Monday – 3/16**

- Discuss/Assign: Chapter 4 Designing Vector Graphics with Illustrator

**Due today:**

- Critique 2: Movie Poster

## Wednesday – 3/18

- Discuss: Illustrator tools & PDF workflow
- Discuss/Assign: Illustrator Logos (E-logo and Traditional)

### Logo Project Deadlines:

- Thumbnail Sketches, Critique March 23, 2026 (FF-during class time)
- Chapter 4 Designing Vector Graphics with Illustrator, Due March 23, 2026, by 11:59 PM
- Editorial Logo, Critique 1: March 30, 2026 (FF-during class time)
- Traditional Logo, Critique 1: April 1, 2026 (FF-during class time)

---

## Week 11: Logo Development

### Monday – 3/23

#### Due today:

- Critique: Logo thumbnail sketches (2) / Group selection & refinement /
  - Choose the best two / Go over how to set up in Illustrator
- Chapter 4 Designing Vector Graphics with Illustrator

### Wednesday – 3/25

- Illustrator work day

---

## Week 12: Logo Critiques & InDesign Intro

### Monday – 3/30

- Discuss/Assign: Chapter 5 Managing Page Layout with InDesign, Due April 8, 2026

#### Due today:

- Critique 1: Editorial Logo

### Wednesday – 4/1

- Critique 2: Traditional Logo

### Logo Project Deadlines:

- Critique 3: For both logos on April 6, 2026 (FF-during class time)
- Chapter 5: Managing Page Layout with InDesign due on March 8, 2026

---

# UNIT 5 — INDESIGN & BROCHURES

## Weeks 13–15

### Week 13: Brochure Projects Begin

#### Monday – 4/6

- Discuss: InDesign Overview

#### Due today:

- Critique 3: For both Editorial and Traditional Logo

#### Wednesday – 4/8

- Discuss/Assign: InDesign Projects
  - Thumbnail sketches for both. 5 front and back for brochure, 5 for menu
  - 1 Brochure
  - 1 Menu Redesign

#### Due today:

- Chapter 5 Managing Page Layout with InDesign

#### Brochure/Exam Project Deadlines:

- Exam: Chapters 4 and 5 on April 13, 2026, by 11:30 PM (online)
- Critique: Brochure Thumbnail Sketches for both projects 4/13/2026 (FF-during class time)
- Critique 1: Brochure and Menu Redesign on 4/22/2026 (FF-during class time)
- Critique 2: Brochure and Menu Redesign on 4/29/2026 (FF-during class time)

---

## Week 14: InDesign Assessment

#### Monday – 4/13

#### Due today:

- Critique: Brochure & Menu thumbnails
- EXAM: Chapters 4–5

#### Wednesday – 4/15

- InDesign lecture: Project setup & workflow / How to begin projects

---

## **Week 15: Brochure Refinement**

**Monday – 4/20**

- Work Day

**Wednesday – 4/22**

- **Critique 1:** Brochure and Menu Redesign

---

## **Week 15: Final Refinement**

**Monday – 4/27**

- Work day

**Wednesday – 4/29**

- **Critique 2:**
  - Revised Brochure and Menu Redesign

---

## **FINALS WEEK**

**April 27 – April 30**