

SYLLABUS – FALL 2026

MCOM 2306 Media Design & Production

Online

Instructor: Professor Vanessa Joyner

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(The best way to contact me is by email)

Zoom 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:

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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 Applications

Students and Teacher Adobe Creative Cloud Subscription [here](#). The cost is \$19.99 a month. This subscription provides the software to be downloaded to your personal computer and will allow 24-hour access to the Adobe Creative Suite applications such as Photoshop, Illustrator, and InDesign, and many more.

Note: If you do not wish to purchase the subscription, we have six computers in CAS 106 for your use. Those computers will be to the left of the instructor's desk. They may be accessed when no class is in the room. Access is generally available up until 7 PM, and is not available on weekends. The computers on the right side of the instructor's desk are for general internet usage.

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

eText: ISBN 9780137914951, 0137914954

Edition: 1st

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Note: If you wish to purchase a hard copy of the book, you may do so, but the bookstore will not carry this book.

Sketch Pad

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 – Participation is required — Up to a 10-point loss for non-participation.

Assignments and weights/point values

1. Lessons (Adobe Creative Cloud applications):	25%
2. Exams (4):	30%
3. Projects (4):	
Brochure, Poster, Editorial Logo	35%
4. Critiques (Minimum of 4):	10%
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. Some situations may result in a 10–20-point grade reduction. Exams are to be made up only in an emergency.

Graded Course Requirements Information:

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 review the significant concepts learned from the assigned applications.

Projects (4): 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: 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 2026

Unit 1: Begin: Introduction

Week #		Date	Class Topic	Readings & Work Lessons
Week 1	T	8/25	LEC – Introductions and Syllabus Quiz: Getting Started, Due: 9/1 Introductory Exercise, Due 9/1	
	TH	8/27	LEC – Ch 1 Creative Cloud Desktop and Mobile Applications, Obtaining Book, Download Files, Download Adobe Bridge for next week. Quiz: Questions on Creative Cloud, Download Files, Due 9/1	
ADOBE INDESIGN & BROCHURES				
Week 2	T	9/1	LEC – Adobe Bridge, ASSIGN – Contact Sheet, Exercise Due 9/8 LEC – Ch 5 Managing Page Layout with InDesign, ASSIGN: Ch 5 Exercise Due 9/8	Due: 1. Quiz: Getting Started 2. Introductory Exercise – Padlet Wall 3. Quiz: Download Files, and Chapter 1 Quiz
	TH	9/3	LEC - InDesign	
Week 3	T	9/8	ASSIGN – 2 Projects Brochure Simple 1 – Due 9/15, and 9/17 Brochure Tri-Fold 2 – Due 9/22, and 9/24 Work on InDesign Brochure	Due: 1. Contact Sheet 2. Ch 5 Mg Page Layout
	TH	9/10	LEC – InDesign	
Week 4	T	9/15	CRITIQUE 1: Brochure Simple 1	
	TH	9/17	CRITIQUE 2: Brochure Tri-Fold	
Week 5	T	9/22	LEC – Ch 2 Cloud-Based Photography with Lightroom, and LEC – Ch 3 Raster Image Compositing with Photoshop, ASSIGN – Both Ch 2 & 3 Exercises, Due 10/6	
ADOBE PHOTOSHOP & POSTER				
	TH	9/24	CRITIQUE 3: Final Simple and Tri-Fold Brochure	
Week 6	T	9/29	ASSIGN – Photoshop on the Web Lessons, Due 10/6	
	TH	10/1	Work Day	
Week 7	T	10/6	ASSIGN: Greeting Cards 2 – Photoshop, Due 10/8	SUBMIT EXERCISES: 1. Chapters 2, 3 and Pho on Web Lessons EXAM: Chapters 2, 3

	TH	10/8	ASSIGN: Movie Poster, Poster Prep (Research, Sketches, Art, Due dates: Critique 1: Due 10/15 Poster Prep Critique 2: Due 10/22 Movie Poster Critique 3: Due 10/29 Movie Poster CRITIQUE: Greeting Card	
Week 8	T	10/13	DISC: Movie Poster	
	TH	10/15	CRITIQUE 1: Poster Prep, Choose Best Sketches (Pick Best)	
Week 9	T	10/20	DISC: Movie Poster Next Steps	
	TH	10/22	CRITIQUE 2: Movie Poster	
Week 10	T	10/27	DISC: Photoshop Final Steps	
	TH	10/29	CRITIQUE 3: Movie Poster	
ILLUSTRATOR				
Week 11	T	11/3	LEC – Ch 4 Designing Vector Graphics with Illustrator, Exercise Due 11/13 ASSIGN: Logo Project (2 logos) Thumbs due: 10/28 Editorial Logo due: 11/4 Trad Logo due: 11/6	
	TH	11/5	LEC – Illustrator/PDF	SUBMIT EXERCISES: 1. Chapters 4 EXAM: Chapters 4
Week 12	T	11/10	CRITIQUE: Thumb Sketches for Logos/Choose best/Groups	
	TH	11/12	LEC – Illustrator Work on projects	
Week 13	T	11/17	CRITIQUE 1 & 2 – Editorial Logo & Regular Logo	
ADOBE EXPRESS				
	TH	11/19	LEC – Fundamentals of Design with Adobe Express, ASSIGN - Exercises, Due 9/23 LEC – Canva ASSIGN – Canva Exercises, Due 9/11	
Week 14	T	11/24	Thanksgiving	
	TH	11/28	Thanksgiving	
Week 15	T	12/1	CRITIQUE: Adobe Express	
	TH	12/3	CRITIQUE: Canva	EXAM: Adobe Express/Canva