COMM 3303  Editing and Makeup for Print Publications  
Wednesday 5:30-8:00 p.m.  TLC 1106

INSTRUCTOR INFORMATION
Instructor: Soo Jung Moon  
Office / Telephone: Humanities 149 / (678) 839-4936  
Office Hours: T 2:00 - 5:00  
W 1:00 - 4:00  
Virtual office hours through campus mail (Gmail) chatting  F 2:00- 5:00  
E-mail: smoon@westga.edu

TEXT
Books on Adobe Photoshop CS6 and Adobe InDesign CS6  
Note: I will NOT give you handouts about the programs. Bring guidebooks every day.

COURSE OVERVIEW
This course is constructed to teach you how to visually communicate in print design from invitation cards to newspapers. You will learn basic design concepts and technical skills. Much time will be allotted for your hands-on practice. You are editors, designers and public relations practitioners in charge of all print publications. TLC 1106 is not a classroom but a workplace.

While there is an instructor, this is a student-lead course. You will learn basic skills with Adobe InDesign and Photoshop CS3 as you complete projects for the course. As the time is limited, however, we cannot cover all the details of the programs. You need to read the guidebooks in advance and try to practice the techniques outside the classroom. The general lab at TLC provides the programs.

You will be expected to produce professional quality work. A practical goal of the course is for you to prepare for a job search. You will finish the semester with a portfolio of quality pages that you have designed to show potential employers. In today’s competitive job market, you need to become skilled in the lessons this course teaches. Being a good designer takes a lot of time and dedication but it’s worthwhile.

COURSE LEARNING OUTCOMES
• To demonstrate the basic design elements in your own work  
• To design projects in InDesign and Photoshop  
• To create professional-quality work  
• To evaluate your own design and the work of others  
• To learn how to get better photos on your pages

GRADING POLICY
Grading  
Project #1  Invitation Cards  10 points  
Project #2  Magazine spread  15 points  
Project #3  Newspaper pages  20 points  
Attendance /In-Class exercises  30 points  
Assignments  18 points  
Quiz  7 points  
Total 100 points
Grading Scale

- A = 90-100
- B = 80-89.99
- C = 70-79.99
- D = 60-69.99
- F = below 60 points

Late and Missed deadlines

Turn in all assignments on the day they are due at the beginning of class, in class. Late assignments and those turned in late will result in a penalty of 20% per day. **I do NOT accept any assignment by email.**

Every assignment should be color printed in a required size. I do NOT accept black-and-white or wrong sized printouts.

**ATTENDANCE**

You need to attend every scheduled class session. Please be on time. You have one excused absence, so use it judiciously (i.e., car trouble, minor illness, job interview, etc.). If you are late or leave early, you will receive only a half point for attendance. “Being late” means you arrive in the classroom after I have checked/called the roll. More than 30 minutes late is regarded as an absence.

Frequent absences (including lateness) will result in additional penalties: For the students with more than or equal to 3 absences, I will take off 5~7.5 points from total attendance points. Student with more than or equal to 6 absences will receive zero attendance points.

**Excused absences:** Absences may be excused when due to unavoidable situations substantiated with documentation. Acceptable situations include a serious incapacitating illness or a death in your family, among others. Requests for excused absences will not be considered unless made in writing prior to the absence in question unless there are extreme circumstances that did not allow for a prior request.

**Extra Credit:** Full attendance will **ADD 2 BONUS POINTS** to your FINAL GRADE

**REQUIRED TOOLS AND IMAGES**

- Photographs
  Stock photo Web sites, AP wire or scanned images from books or magazines. You will need images for all projects. Please arrange access to a camera. You can also use stock photo Web sites that have high-resolution images only. Keep in mind most of these require a fee for several images. You also can scan images from publications (i.e. magazines, books). Since the projects are for educational purposes only, scanning of images is permitted.

Please **DO NOT** download images from the Web to use on assignments. These are often poor resolution images and will not print well. If you see pixilation on your printed image, that’s a clear sign to not use it. Stay away from Web images unless they have high-quality resolution.

- Flash drive
- Markers and papers (letter/tabloid)
- Color printing

For you to be fully satisfied with your work, you may want to go to a copy center and pay for a professional printout of each project. If you go this route, give yourself enough time for the business to print it.
These projects are for your portfolio, and in my opinion, quality prints are worth the investment. Because I will keep all of your work, I recommend that you print out two copies for each project and keep one copy for your portfolio.

COMMUNICATIONS

You are encouraged to use e-mail (smoon@westga.edu) for all class related correspondence. I will try to respond within 24 hours, though messages sent during weekends (or Friday afternoons) may not receive such a prompt response.

PROJECTS/ASSIGNMENTS

- You will have four projects through this semester from an invitation card to a newspaper design. I will post the handout for each project on the Blackboard

- Every class exercise, homework and required image/tool preparation will be counted for your final score. Pay attention to the course schedule so that you’ll not to miss the assignments.

ACADEMIC DISHONESTY

All the work you do must be your own. Do not present the work of another as if it were your own. Plagiarism, using someone else’s work to pass off as your own or dishonesty will not be tolerated in this course and will result in a zero for the project, or possibly you being dropped from the course.

SPECIAL NEEDS STUDENTS

I will make special arrangements for students with special needs. If you need special accommodations for tests, let me know early, not a few days before the test. I am here to facilitate your learning, but I need to be informed to do so.

BEHAVIOR IN THE CLASSROOM

- Turn off all cell phones. If a phone rings, I reserve the right to ask you to leave class.
- With regard to texting, web surfing and emailing, I will apply the 3-strikes-out rule. I will give you a warning the first two times but you will need to leave the classroom if you get a third warning.
- All of unfavorable behavior in class will be deducted from your participation score.
- During exercises, I will try to distribute my individual teaching time evenly among all students. Be patient when you need me when I am working with your classmates.
Course Schedule
The class schedule and assignments are subject to change in order to accommodate your software skills and maintain some flexibility. Additional assignments will be made throughout the semester.

**Cut-off time of all assignments is 5:30 p.m.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>You need to</th>
<th>Possible points</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug. 28</td>
<td>Introduction</td>
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<td>Course overview</td>
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<td>Photoshop</td>
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<td>2</td>
<td>Sep. 4</td>
<td>Photoshop</td>
<td>Submit Assignment #1 (Photoshop)</td>
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<td>3</td>
<td>Sep. 11</td>
<td>Photoshop</td>
<td>Submit Assignment #2 (Photoshop) Bring your own pictures (digital files)</td>
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<td></td>
<td>Work on project #1</td>
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<td>4</td>
<td>Sep. 18</td>
<td>Work on project #1</td>
<td>Submit four examples of invitation cards for the project #1 (hard copies)</td>
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<td>Submit two sketches for the project #1</td>
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<td>5</td>
<td>Sep. 25</td>
<td>Class Presentation</td>
<td><strong>Submit Project #1</strong></td>
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<td></td>
<td>Design basics</td>
<td>Bring a marker</td>
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<td>6</td>
<td>Oct. 2</td>
<td>Design basics</td>
<td>Submit Assignment #3 (Dummy) Bring a marker/ tabloid size papers</td>
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<td></td>
<td></td>
<td>InDesign</td>
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<td>7</td>
<td>Oct. 9</td>
<td>InDesign</td>
<td>Submit Assignment #4 (InDesign) Submit a dummy for the project #2 (Use tabloid paper)</td>
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<td>8</td>
<td>Oct. 16</td>
<td>InDesign</td>
<td>Submit Assignment #5 (InDesign)</td>
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<td>Work on project #2</td>
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<td>9</td>
<td>Oct. 23</td>
<td>Work on project #2</td>
<td>Blackboard submission of two pictures and captions</td>
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<td>10</td>
<td>Oct. 30</td>
<td>Class Critique</td>
<td><strong>Submit Project #2</strong></td>
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<td>Newspaper design</td>
<td>Bring a marker and a ruler / tabloid size papers</td>
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<td><em>Oct. 31 – Nov.8 : You should have an individual session with the instructor for 20 min. Sign-up for individual session</em></td>
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<td><em>Bring your dummies for the session</em></td>
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<td>11</td>
<td>Nov. 6</td>
<td><strong>Individual session</strong></td>
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<td>12</td>
<td>Nov. 13</td>
<td>Work on project #3</td>
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<td>13</td>
<td>Nov. 20</td>
<td>Work on project #3</td>
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<td>14</td>
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<td><strong>Thanksgiving recess</strong></td>
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<td>15</td>
<td>Dec. 4</td>
<td>Quiz</td>
<td><strong>Submit Project #3</strong></td>
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<td></td>
<td></td>
<td>Class Critique</td>
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Common Language for Course Syllabi
Updated June 21, 2013
Students should review the following information each semester, because these statements are updated as federal, state, university, and accreditation standards change.

Americans with Disabilities Act
Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

UWG Email Policy
University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

Credit Hour Policy
The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

University of West Georgia Honor Code
At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.
The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject
to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG. Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions.