

COMM 3303 Layout and Design
Monday 5:30-8:00 p.m. TLC 1111

INSTRUCTOR INFORMATION

Instructor	Soo Jung Moon	
Office / Telephone	Humanities 149 / (678) 839-4936	
Office Hours	M (Carrollton office)	2:30 - 5:30 p.m. & 8:00-9:00 p.m.
	W (Douglasville, #136)	2:00 - 3:00 p.m.
E-mail	You can also schedule an appointment outside of my office hours via email smoon@westga.edu	

TEXT

Books on Adobe Photoshop and Adobe InDesign
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	12 points
	Project #2 Magazine spread	12 points
	Project #3 Newspaper pages	24 points
	In-Class exercises/ Assignments	45 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.

Submit both hardcopies and electronic files of main class projects such as invitation cards, a magazine spread and newspapers.

Every assignment should be color printed in a required size. Give yourself enough time for the business to print it.

I do NOT accept black-and-white or wrong sized printouts.

ATTENDANCE

Attendance is absolutely necessary to succeed in this course. However, I understand there will be times when it is necessary for you to miss class. **Two absences are allowed**—no difference is made between excused and unexcused. After those two allowed absences, three points will be taken off of your final score for each additional absence, no exceptions. **Students who miss more than four classes will receive a failing grade (F) for the semester.** Please note how I define an absence: (1) not coming to class; (2) arriving late to class; (3) leaving class early; (4) sleeping, texting, web surfing or doing other non class related activities during class.

Students (and teachers, too) often learn best from one another, so an open environment is encouraged. Ask questions and help each other. If you miss classes, please check with a classmate. You are required to have the email of the person sitting right next to you now!

Excused absences: Again, no difference is made between excused and unexcused absences. You have four absences, use them judiciously. In any case, you cannot make up your missed in-class assignments and quizzes.

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 a ruler

- Color printing

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 CourseDen 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 three 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 and in-class announcements 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.

UNIVERSITY POLICIES

The following link contains standards about important issues such as the Americans with Disabilities Act, the UWG email policy, the university credit hour policy, and the Honor Code. Please review the information carefully at:

https://www.westga.edu/academics/assets/docs/Common_Language_for_Course_Syllabi.pdf

LAY OUT & DESIGN/ FALL 2018

Course Schedule

The class schedule and assignments are subject to change in order to accommodate your software skills and maintain some flexibility.

***Additional in-class assignments and homework** will be made throughout the semester.

*** Cut-off time (electronic submission) of all assignments is 5:00 p.m.**

Date	Topic	You need to	Possible points
Aug.20	Introduction Course overview Photoshop		
Aug.27	Photoshop		
Sep.3	Labor Day Holiday		
Sep.10	Photoshop	Submit dummies for the project #1 (Hard copy)	2/ Part of project1
Sep.17	Work on project #1		2
Sep.24	Class Presentation Design basics	Submit Project #1 Bring a marker and a ruler	1
Oct. 1	Design basics InDesign	Bring a marker, a ruler and tabloid size papers	1
Oct. 8	InDesign	Submit a dummy for the project #2 (Hard copy. Use tabloid paper)	2/ Part of project2
Oct.15	InDesign Work on project #2		
Oct.22	Work on project #2	Submit two pictures and captions	3
Oct.29	Class Critique Newspaper design	Submit Project #2 Bring a marker, a ruler and tabloid size papers	1
		*Nov.5: You should have an individual session with the instructor for 15 min. Sign-up for individual session * Bring your 2 dummies (2 points each) for the session	4/ Part of project3
Nov. 5	Individual session		
Nov. 12	Work on project #3		
Nov. 19	Thanksgiving recess		
Nov. 26	Work on project #3		
Dec.3	Quiz Class Critique	Submit Project #3	