

COMM 3303 Layout and Design

M/W 3:30-4:45 p.m. TLC 1111

INSTRUCTOR INFORMATION

Instructor	Soo Jung Moon
Office / Telephone	Humanities 142 / (678) 839-4936
Office Hours	MW 2:00 - 3:30, 5:00-6:00 p.m.
E-mail	smoon@westga.edu

You can also schedule an appointment outside of my office hours via email

TEXT

Books on Adobe Photoshop and 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 layout/design. TLC 1111 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 as you complete projects for the course. As 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.

STUDENT LEARNING OUTCOMES

1. Understand concepts and apply theories in the use and presentation of images and information (ACEJMC SLO5)
2. Apply tools and technologies appropriate for the communications professions in which they work, and to understand the digital world (ACEJMC SLO12)

More specifically:

- Demonstrate the basic design elements in your work
- Design projects in InDesign and Photoshop
- Create professional-quality work
- Evaluate your design and the work of others
- Learn how to get better photos on your pages

MASS COMMUNICATIONS PROGRAM LEARNING OUTCOMES

ACEJMC Professional Values and Competencies: As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

6 x 6 MASS COMM SUCCESS

Six Values...

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

Six Competencies...

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Stats
6. Apply Technology

GRADING POLICY

Grading	Project #1 Invitation Cards	10 points
	Project #2 Magazine spread	12 points
	Project #3 Portfolio Magazine	25 points
	In-Class exercises/ Assignments	45 points
	Final Quiz	8 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

Every assignment should be color printed in the 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 necessary to succeed in this course. It would be very hard to catch up with the class materials after absences, especially in a "skill" course. However, I understand there will be times when it is necessary for you to miss class. **Three absences are allowed**—no difference is made between excused and unexcused. After those three allowed absences, two points will be taken off of your final score for each additional absence, no exceptions.

Students who miss more than seven 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!

It is your responsibility to practice the missed parts by yourself using on/offline tutorials of Photoshop and InDesign.

Excused absences? Again, no difference is made between excused and unexcused absences

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 not to use it. Stay away from Web images unless they have a 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 CourseDen.

-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.

UWG Common Language for Course Syllabi

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>

LAY OUT & DESIGN/ FALL 2019

CLASS SCHEDULE				
The class schedule and assignments are subject to change to accommodate guest speakers, reinforce course material, and maintain some flexibility. Additional reading and viewing/listening assignments will be made throughout the semester.				
Week	Date	Topic	Assignments (due @3:30)	Possible points
1				
	Aug.14	Introduction/ Course overview		
2	Aug. 19	Photoshop		
	Aug. 21	Photoshop		
3	Aug. 26	Photoshop		
	Aug. 28	Photoshop		
4	Sep. 2	Labor Day Holiday		
	Sep. 4	Photoshop	Submit dummies for Project #1 (Hard copies)	2 (Part of project 1)
5	Sep. 9	Photoshop		
	Sep. 11	Work on project #1		
6	Sep. 16	Work on project #1		
	Sep. 18	Class Presentation	Submit Project #1 (Hard and electronic copies)	8
7	Sep. 23	Design basics	Bring a marker and a ruler	1
	Sep. 25	InDesign		
8	Sep. 30	InDesign		
	Oct. 2	InDesign		
9	Oct. 7	InDesign	Submit a dummy for Project #2 (Hard copy. Use a tabloid paper)	2 (Part of project 2)
	Oct. 9	InDesign		
10	Oct. 14	InDesign		
	Oct. 16	Work on project #2		
11	Oct. 21	Work on project #2		
	Oct. 23	Class Critique	Submit Project #2 (Hard and electronic copies)	10
12	Oct. 28	Design basics	Bring a marker and a ruler	1
	Oct. 30	Design basics	Submit Dummies for Project #3 (Hard copy. Use tabloid papers)	5 (Part of project 3)
13	Nov. 4	Individual Sessions		
	Nov. 6	Individual Sessions		
14	Nov. 11	Work on project #3		
	Nov. 13	Work on project #3		
15	Nov. 18	Work on project #3		
	Nov. 20	Work on project #3		
16	Nov. 25	Thanksgiving recess		
	Nov. 27	Thanksgiving recess		
17	Dec. 2	Presentation	Submit Project #3 (Hard and electronic copies)	20
	Dec. 4	Final Quiz		8