
Layout and Design

COMM-3303

Fall 2020 Section 01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/09/2020

Monday or Wednesday 3:30-4:45 p.m.

TLC 1111

- Students need to attend either on Monday or Wednesday. See "Group Assignment and Seating Chart" in the Orientation Module.
- All students and instructors required to wear masks. **Unmasked students should leave the classroom and receive zero points for attendance.**

Description

Basic editing and makeup procedures for newspapers and other print publications. Includes copy editing, headline writing, page makeup, and basic graphic principles.

Requisites

Prerequisites:

COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Instructor: Dr. Soo Moon

Email: smoon@westga.edu

Office: Humanities 142

Phone: (678) 839-4936

Office Hours

Tuesday, 12:00 p.m. to 2:00 p.m.

Monday, Wednesday, 2:00 PM to 3:30 PM, Virtual Office Hours

Google Meet [Office Hours](#)

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

Meeting Times

Monday or Wednesday 3:30-4:45 p.m.

TLC 1111

Materials

Outcomes

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

Evaluation

GRADING POLICY

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

Criteria Breakdown

Project #1 Invitation Cards	8 points
Project #2 Magazine spread	12 points
Project #3 Portfolio Magazine	20 points
Photoshop & InDesign Homework	24 points
Attendance (3p*7 days)	21 points
Projects Critique (3p*3 projects)	9 points
Project#3 Dummy & Meeting	6 points
	Total 100 points

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. Due to the pandemic, this course employs a hybrid format to minimize the number of physical attendance. Students are required to come to the classroom for only seven days.

Students who miss greater than or equal to THREE 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.

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

Assignments

PROJECTS/ASSIGNMENTS

- You will have three projects through this semester from an invitation card to a magazine. I will post the handout for each project on CourseDen.

-Every class exercise and homework will be counted for your final score. Pay attention to the course schedule so that you'll not to miss the assignments.

- All handouts and images of assignments are placed in the "Assignments" module of CourseDen.

Late and Missed deadlines

Late assignments and those turned in late will result in a penalty of 20% per day.

REQUIRED TOOLS AND IMAGES

- Photographs

You will need images for Project #3. Please arrange access to a camera. Please DO NOT download images from the Web including Facebook to use the project. 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

Schedule

CLASS SCHEDULE				
The class schedule and assignments are subject to change to reinforce course material, and maintain some flexibility.				
Format	Week	Date	Topic	Assignments (due @11:59 p.m.)

F 2 F	<p>- Students need to attend either on Monday or Wednesday. See "Group Assignment and Seating Chart" in the Orientation Module.</p> <p>- All students and instructors required to wear masks. Unmasked students should leave the classroom and receive zero points for attendance.</p> <p>- All assignments of F2F classes are due on Sunday. Submit to "Assignments" folder of CourseDen.</p>			
	1	Aug.17 or 19	Introduction Photoshop	Photoshop 1 (2p)
	2	Aug. 24 or 26	Photoshop	Photoshop 2 (4p)
	3	Aug. 31 or Sep.2	Photoshop	Photoshop 3 (4p)
	4	Sep.7 or 9	TBA	
	5	Sep.14 or 16	Photoshop InDesign	InDesign 1 (3p)
	6	Sep.21 or 23	InDesign	InDesign 2 (3p)
	7	Sep.28 or 30	InDesign	InDesign 3 (4p)
Online	8	Oct. 5 or 7	InDesign Class Projects Instruction	InDesign 4 (4p)
	9	Oct. 12 -18	Design Basic Work on Project #1	
	10	Oct. 19 - 25	Work on Project #1 Work on Project #2	Wed: Submit Project #1 (8p) Sun: Project 1 Critique (3p)
	11	Oct. 26 – Nov.1	Work on Project #2	Wed: Submit Project #2 (12p) Sun: Sketchy of Project #3 (4p) Sign-up for meetings

12	Nov. 2 - 8	Individual Meeting via Google Meet (2p) Group A: Monday Group B: Wednesday	Sun: Project 2 Critique (3p)
13	Nov. 9 -15	Work on Project #3	
14	Nov. 16 -22	Work on Project #3	
15	Nov. 23- 25	Mon: Submit Project #3 (20p) Wed: Project 3 Critique (3p) Fall classes end	
Dec. 2 : Final Grade			

* Course Policies and Resources

COMMUNICATION

Handouts	You are responsible for collecting all handouts at the time they are distributed. If you are absent, you have ONE WEEK to collect the materials. After one week, do not ask me for copies of handouts. I will not keep extra copies.
Email	You are encouraged to use CourseDen email 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.

ACADEMIC DISHONESTY

The penalties for academic dishonesty range from receiving 0 points on the exam or the assignment to receiving an "F" grade in the course.

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 the classroom.
- With regard to texting, web surfing, emailing, sleeping or doing other non- class related activities during class, I will give you a warning. Each warning will be counted as an absence of the day. See the *ATTENDANCE* section.

🎯 College/School Policies

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department 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 Mass Communications degree program learning outcomes ACEJMC’s 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

<p style="text-align: center;"> 6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG) (click to view image) </p>	<ol style="list-style-type: none"> 1. Freedom of Speech & Press 2. History 3. Diversity 4. Global Impact 5. Theory 6. Ethics 7. Think Critically & Creatively 8. Research & Evaluate 9. Write Effectively 10. Self-Evaluate 11. Apply Numbers & Statistics 12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Academic Support

Accessibility Services: 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. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

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. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

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).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
