



Layout and Design COMM-3303

Fall 2021 Section 01 3 Credits 08/11/2021 to 12/10/2021 Modified 08/04/2021

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	Soo Jung Moon
Office / Telephone	Humanities 142 / (678) 839-4936
Virtual Office Hours	MW 11:00 a.m.-12:30 p.m., 2:00-3:30 p.m. or by appointment Google Meet for Office Hours
	Dial-in: (US) +1 408-831-2244 / PIN: 942 937 032#
Email	smoon@westga.edu

You are encouraged to use **CourseDen email** for all class-related correspondence.

Meeting Times

Hybrid Course

F2F, Aug.11-Oct. 6, M/W 3:30-4:45 p.m. TLC #1111

Online: Oct. 11- Dec.10

Materials

Adobe's Photoshop & InDesign Tutorials

- Photoshop

https://helpx.adobe.com/photoshop/tutorials.html?gclid=CjwKCAjw9ailBhA1EiwAJ_GTSq23jwassXxX7z76hv8yp5A9OdY1e-Mu-sNHxmGFTOHv11XMKd7gpBoC_vYQAvD_BwE&sdid=JRSIL&mv=search&ef_id=CjwKCAjw9ailBhA1EiwAJ_GTSq23jwassXxX7z76hv8yp5A9OdY1e-Mu-sNHxmGFTOHv11XMKd7gpBoC_vYQAvD_BwE:G:s&s_kwid=AL1308513!522504775821!p!!g!!adobe%20photoshop!1712238397!67643563180

- InDesign

https://helpx.adobe.com/indesign/tutorials.html?filters=%7B%22topics%22%3A%5B%5D%2C%22level%22%3A%5B%5D%2C%22stage%22%3A%5B%5D%2C%22creative_fields%22%3A%5B%5D%7D

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
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Criteria Breakdown

Project #1 Invitation Cards	8 points
Project #2 Magazine spread	12 points
Project #3 Portfolio Magazine	25 points
Design Quiz	5 points
In-class Activities, Assignments & Others	50 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. 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 three allowed absences, two points will be taken off of your final score for each additional absence.

Students who miss greater than or equal to FIVE 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.

- Students cannot make up for the misses in-class activities/assignments.
- Full attendance will add 2 points to your FINAL grade.

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.

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

Week	Date	Topic /Module	Assignments
Part1 F2F: Aug. 11- Oct.6, MW 3:30 - 4:45 pm, TLC1111			
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1	Aug.11	Orientation /Introduction	-

2	Aug.16	Photoshop	
	Aug.18	Photoshop	
3	Aug.23	Photoshop	
	Aug.25	Photoshop	
4	Aug.30	Photoshop	
	Sep.1	Design Principles	Bring a marker and a ruler (1p)
5	Sep.6	Labor Day	
	Sep.8	Design Principles	Bring a marker and a ruler (1p)
6	Sep.13	Design Principles InDesign	
	Sep.15	InDesign	
7	Sep.20	InDesign	
	Sep.22	Projects overview	
8	Sep.27	InDesign	
	Sep.29	InDesign	Dummies for Project 2 (2p) & 3(5p) *Hard copy. Use tabloid papers
9	Oct. 4	Individual meeting (2p)	
	Oct.6	Individual meeting (2p)	
Part2: Online			
Week	Date	Topic	Assignments (@ 11:59 p.m.)
10	Oct.11-17	Work on project #1	Sun: Quiz about Design Principles (5p)
11	Oct.18-24	Work on project #1	Sun: Project 1 (8p)
12	Oct.25-31	Work on Project #2	

13	Nov.1-7	Work on Project #2	Sun: Project 2 (10p)
14	Nov.8-14	Work on Project #3	
15	Nov.15-21	Work on Project #3	
16	Nov.22-28	Thanksgiving	
17	Nov.29-Dec.1	Work on Project #3 Fall classes end	Wed: Project 3 (20p)
Dec. 5	Final Grade		

* Course Policies and Resources

Late Work Policy

This class has a straightforward late policy. A late assignment will be reduced **20% for each calendar day**.

- **You cannot make up for any in-class activities.**
- **Online Session's Late Works:** All late assignments should be submitted to the folder "**Late Works**" in the Assignments section of CourseDen. While each original folder would be closed after its deadline, students can access to "Late Works" folder anytime. You can find the instruction from the "Assignments" module or Weekly modules. You do not need to obtain my approval for the late submissions. Please turn in your works ASAP to minimize the daily penalty.

Excused Late Works

Excused late works are limited to the following reasons:

- Court appearances in which you are not the defendant.
- Field trips or the UWG -sponsored travel.
- Military service.
- Family emergency.
- Technical problems with CourseDen (not your computer or internet connection)

Students need to send me the relevant documentation for the excused make-up assignments within 24 hours after the due date.

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. Use quotation marks to indicate the exact words of someone else and cite the source. Cite sources of ideas that are not your own, even if you did not use their exact words. Summarizing OK – it is considered paraphrasing, but do not just rearrange a sentence or change some of the words. Still, each time a source is paraphrased, a credit for the source needs to be included in the text.

Cheating	Using or attempting to use unauthorized materials, information or study aids
Fabrication	Falsification or unauthorized invention of any information or citation
Plagiarism	Representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged

🎯 College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the School of Communication, Film, and Media strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The School of Communication, Film, and Media is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

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 School is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The School 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 \(https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=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

[6 X 6 MASS COMM SUCCESS \(https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG\)](https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)

(click to view image)

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

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.

Institutional Policies

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/>) 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 visit the [Office of Community Standards](https://www.westga.edu/administration/vpsa/ocs/index.php) (<https://www.westga.edu/administration/vpsa/ocs/index.php>) site.

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

The health and safety of our students, faculty, and staff remain the University of West Georgia's top priority.

For the most recent information on coronavirus disease (COVID-19) visit:

- [UWG's Guidance on Face Coverings \(https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php\)](https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php)
- [Centers for Disease Control and Prevention FAQ \(https://www.cdc.gov/coronavirus/2019-ncov/faq.html\)](https://www.cdc.gov/coronavirus/2019-ncov/faq.html)
- [Georgia Department of Public Health \(https://dph.georgia.gov/\)](https://dph.georgia.gov/)