



# Communication 3332 (CRN: 26287) • UTEP Connect Ad Graphics & Design • Spring 2022

Instructor: Steve Lama

Office Location: Virtual

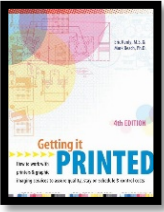

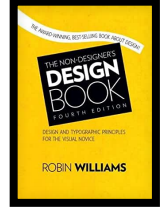

Office Hours: to be posted on BB

Phone: (915) 747-5129 (Communication office, not my office, leave a message)

Email: slama@utep.edu

Required Software:

**STUDENTS NEED TO HAVE ACCESS TO ADOBE ILLUSTRATOR AND PHOTOSHOP (CC OR ANY CS VERSION IS ACCEPTABLE)**

<b>Textbooks:</b>	
	<p><b>You may use the 3<sup>rd</sup> or 4<sup>th</sup> edition...they are basically the same.</b></p> <p><b>Getting it Printed</b> by Mark Beach, Ph.D. &amp; Eric Kenly, M.S.            3<sup>rd</sup> edition: ISBN-13: 978-0891348580 or ISBN-10: 0891348581            4<sup>th</sup> edition: ISBN-13: 978-1581805772 or ISBN-10: 1581805772</p>
	<p><b>The current edition has a blue cover and is the same as the “purple cover” edition.</b></p> <p><b>Notes on Graphic Design and Visual Communication</b> by: Gregg Berryman            ISBN-13: 978-1560520443 or ISBN-10: 1560520442</p>
	<p><b>There are previous editions and you can use an earlier edition if you'd like.</b></p> <p><b>The Non-Designers Design Book</b> by: Robin Williams            4<sup>th</sup> edition: ISBN-13: 978-0133966152 or ISBN-10: 0133966151            3<sup>rd</sup> edition: ISBN-13: 978-0321534040 or ISBN-10: 9780321534040            2<sup>nd</sup> edition: ISBN-13: 978-0321193858 or ISBN-10: 9780321193858            1<sup>st</sup> edition: ISBN-13: 978-1566091596 or ISBN-10: 1566091594</p>
	<p><b>This book is a GREAT resource for ideas for your assignments</b></p> <p><b>Design Basics Index</b> by: Jim Krause            ISBN-13: 978-1581805017 or ISBN-10: 1581805012</p>



**Optional for those who would like to build a reference library:**



**You may use the 1<sup>st</sup> or 2<sup>nd</sup> edition...they are basically the same. A great resource if you are using a PC instead of a Mac.**

**The Designer's Desktop Manual by Jason Simmons**

2<sup>nd</sup> edition: ISBN-13: 978-1440303005 or ISBN-10: 1440303002

## Course Content

COMM 3332: Advertising Design, Graphics and Layout

### Course Description:

Use of and creation of graphics for effective communication including typography, color, photography, design in advertising, newspaper and magazine, and printing methods used. Prerequisite: COMM 2330

### Course Objectives:

This class will introduce the student to the basics of design. Our focus will be discussing what elements are needed in Ads and other printed material. We will also discuss how this field of printed ad material is changing and how to adapt to those changes. The students will also learn the difference of large-scale printing, small-scale printing, and personal printing. To that note, we will cover the various types of printing.

### Learning Outcomes:

Upon successful completion of this course, the student will be able to:

- Distinguish BASIC differences in type
- Understand the difference between graphics (Vector artwork) and photographs (Raster images)
- Understand the differences between the programs used to create or manipulate these files
- Basic stages of design, their role, and importance
- Basic understanding of how the computer has been integrated into Graphic Design and Layout
- Define as well as understand basic terms used in the print media
- Basic computer and electronic terms, elements, and changes
- Have a better understanding of what it takes to create printed ad pieces

### Assigned Readings:

Please see calendar of events/topics for specific details

- Ch. 01 - Overview/Planning
- Ch. 02 - Type and Graphics (images)
- Ch. 05 - Color
- Ch. 03 - Pre-press
- Ch. 04 - Film & Flats
- Ch. 06 - Paper & Ink
- Ch. 07 - Offset Printing
- Ch. 08 - Other Printing Methods



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- Ch. 09 - Finishing and Binding
- Ch. 10 - Working with Printers

**Assignments:** Below are the assignments, specific details to follow

Any assignment you submit may be used in this class or any future class for critique, discussion, or as an example to help discuss and clarify assignment requirements!

*Please see calendar of events/topics for specific details*

- Basic shapes, colors, fills, etc.
- Info graphic/Organizational Chart
- Headlines
- Basic photo skills (adjustments, crop, size, manipulation, etc.)
- Logo
- Business card, Letterhead, Envelope
- Map
- Billboards
- Postcard/Direct mail piece (2 sided)
- Poster (1 sided)
- Brochure (2 sided)
- Webpage

***DUE DATES will be posted in BB***

## **Grading Scale:**

- 20% Attendance/Discussion
- 15% Exams/Tests (they are all the same)
- 20% Lab practicum/exercise
- 45% Assignments

Final grades will follow the below scale:

90% - 100%	= A
80% - 89%	= B
70% - 79%	= C
60% - 69%	= D
50% - 59%	= F

*I = Incomplete option available subject to individual terms, case by case situation.*



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## **Attendance/Discussions: (20%)**

Class participation is primarily based on your attendance and discussions/reply posts.

- Initial post due Wednesday 11:59 p.m.
- Follow-up posts will then be open until Saturday 11:59 p.m.
- You must post your initial post to be allowed to contribute to other discussions
- You must post to a minimum of TWO DIFFERENT discussions AND a minimum of ONE reply to your own initial post discussion

## **Exams/Quizzes/Tests: (15%)**

Exams/Quizzes/Tests will cover class lecture and the textbook. They may be a mix of multiple choice, True/False, fill in the blank, and on occasion short answer

## **Lab practicum exercise assignment: (20%)**

This practicum will test your ability to apply what you have learned this semester through an exercise assignment that will be given at the end of the semester. Unlike the assignments where you basically have a week, you will have a limited time frame of only a couple hours to complete your task to simulate a real-life "crunch" deadline scenario.

## **Assignments: (45%)**

These are graded as pass (80) or fail (0), provided they meet the assignment descriptions & course expectations. Weight distribution will be evenly distributed over the number of assignments assigned to calculate an assignment average. Any assignment you submit may be viewed in this class for group critique or used as an example in any future classes.

## ***Grading Criteria for Assignments***

- Does the project fit or address the assignment?
- Technical elements/accuracy
- Basic design components
- Saved and labeled correctly
- On-time

## ***DETAILED RUBRIC FOUND ON BLACKBOARD***

Assignment(s) due Friday 11:59 p.m.

Follow-up comment/critique posts will then be open until Sunday 11:59 p.m.

## **Drop policy:**

IT IS YOUR RESPONSIBILITY TO DROP THE CLASS BY THE DROP DATE in order to receive a "W" in the course. If a student's name remains on the final roster, a letter grade must be assigned based on the work received by the instructor for the semester. I will NOT drop you AFTER the drop date; the only exception will require both department chair and dean to approve your request.



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## Rules, Class Policy, Etc.

### **Attendance:**

Will be determined based on your posting and discussion contributions.

### **Late Work:**

Late work will be accepted but penalized 10% (which basically equates to a full letter grade) if turned in within 24 hours after the due date/time. If turned in after 24 hours and before 48 hours, 15% will be deducted from that assignment grade. If turned in more than 48 hours, a maximum grade point equal to a D will be posted. NO ASSIGNMENTS will be accepted after four (4) days past the due date and a grade of "0" will be posted for that assignment.

### **Plagiarism:**

All students are expected to turn in original work. Writing assignments are part of the final grade criteria. Plagiarism and other forms of cheating are unprofessional and will not be tolerated. Evidence of such activity will be turned over to administration for review to appropriate office(s).

### **Academic Misconduct:**

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

### **ADA and CASS Policy:**

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to [cass@utep.edu](mailto:cass@utep.edu). Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass). CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP needs to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Center for Accommodations and Support Services. You may call 915-747-5148 for general information about the Americans with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Individuals with disabilities have the right to equal access and opportunity. It is the student's responsibility to contact the instructor and The Center for Accommodations and Support Services Office (CASS) at The University of Texas at El Paso.



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## Course Calendar (Subject to Change):

Each week, we will follow the below schedule covering the topics outlined below:

- Reading assignments
- View presentations (PPT's/Video's/Demo's/etc.)
- Assignment/exercise
- Discussion posts/boards, critiques
- Quiz/exam

### Week One:

- Ch. 01 – Overview/Planning
- Assignment(s): Basic shapes, colors, fills, etc. & Info graphic/Organizational Chart

### Week Two:

- Ch. 02 – Type and Graphics (Images) & Ch. 05 – Color
- Assignment(s): Headlines & Basic photo skills (adjustments, crop, size, manipulation, etc.)

### Week Three:

- Ch. 03 – Pre-Press & Ch. 04 – Film & Flats
- Assignment(s): Map & Logo

### Week Four:

- Ch. 06 - Paper & Ink
- Assignment(s): Business card, Letterhead, Envelope & Billboards

### Week Five:

- Ch. 07 – Offset Printing & Ch. 08 – Other Printing Methods
- Assignment(s): Postcard/Direct mail piece (2 sided) & Poster (1 sided)

### Week Six:

- Ch. 09 – Finishing and Binding
- Assignment(s): Brochure (2 sided) & Webpage

### Week Seven:

- Ch. 10 – Working with Printers
- Assignment: Lab Practicum exercise