



## **UTEP Syllabus – Fall 2016 – COMM 3332 Ad Design, Graphics & Layout – CRN 12491**

Lecture – 4:30 pm – 6:50 pm – Tues. COTT Memorial 306  
Lab – 4:30 pm – 6:50 pm – Thurs. Liberal Arts Building 405M

### **COURSE INFORMATION**

**SEMESTER & YEAR:** Fall 2016 Aug 22, 2016 - Dec 01, 2016

**COURSE NAME & CRN:**

Ad Design, Graphics & Layout – COMM 3332 – CRN 12491  
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**TEXTBOOK:**

- **The Designer's Desktop Manual**  
by Jason Simmons
- **Getting it Printed 4th edition**  
by Mark Beach, Ph.D. & Eric Kenly, M.S.
- **Design Basics Index**  
by: Jim Krause
- **Notes on Graphic Design and Visual Communication**  
by: Gregg Berryman

**MATERIALS:** You will need access to the Adobe CS (personally or through campus computers) as well as a digital camera (your cell may work as a substitute)  
External HD (size that fits your budget) or USB  
5 – 6 CD's or DVD's for your final projects OR a USB (that will not be returned)

### **INSTRUCTOR INFORMATION**

**NAME:** Steve Lama

**OFFICE LOCATION & HOURS:**

Mon/Wed 9:00 - 11:45 a.m. - EDUC 102 (subject to change)  
AND BY APPOINTMENT

**PHONE:** (915) 747-5129 (Communication office and leave me a message)

**EMAIL:** slama@utep.edu (ONLY!!!)

**WEBPAGE:** stevelama.com

**\* \* \* DO NOT USE OR INCLUDE YOUR STUDENT ID ON ANYTHING! \* \* \***

**The use of ANY RECORDING device (Audio or Video) is strictly prohibited.**

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### COURSE CONTENT

#### **COURSE DESCRIPTION:**

COMM 3332: Advertising Design, Graphics and Layout

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 and small-scale personal printing. To that note, we will cover the various types of printing.

I begin each class/semester using a Teacher-centered teaching approach and transition into a more Student-centered teaching approach, shifting the focus of activity from the teacher to the learners. By offering "open lab" hours beginning mid-semester, this allows students to use class time to work on assignments and provides opportunities for me to offer more individualized or small group one-on-one critiques and evaluations. I can then focus on specific questions and not tie up class time covering questions that may not apply to all students; for example I can repeat basic concepts and ideas for those who need that while allowing me to move into more complex topics for those who are already at a more intermediate or advanced level with the course subject matter. This time also allows me to give specific feedback on the progress of the assignments before they are due, because at the end of the semester, it's too late to correct or fix any problems that may have arisen.

#### **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
- Design basic stages of design, their role, and importance
- Have a basic understanding of how the computer has been integrated into Graphic Design and Layout

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- Define as well as understand basic terms used in the print media
- Be introduced to “basic” computer and electronic terms, elements, and changes
- Have a better understanding of what it takes to create even the simplest of printed ad pieces

### **ASSIGNED READINGS:**

#### **The Designer's Desktop Manual**

- Operating Systems and Applications
- Type
- Color
- Images
- Black and white conversion
- Layout
- Production

#### **Getting It Printed, 4th Edition**

- Overview: Planning For Results
- The Parts: Type and Graphics
- Assembling the Parts: Prepress
- Outputting the Parts: Film & Flats
- The Magic of Color
- Using Paper & Ink
- Exploring Offset Printing
- Exploring Other Printing Methods
- Techniques For Finishing & Binding
- Working With Printers

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

**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!

1. Technical Skills
2. Create a Logo, Business Card, Envelope, and Letterhead
3. Trifold brochure

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4. Newsletter
5. Poster
6. Billboard
7. Direct Mail Piece
8. Info graphic
9. Web page
10. CD/DVD
11. Package

### FINAL ASSIGNMENTS DUE DATE:

ALL FINAL projects are due the week prior to the last week of the semester, the LAST week of the semester will be used to complete the Lab Practicum for the class. Throughout the semester, I will be announcing progress updates to help evaluate individual progress.

### RULES & CLASS POLICIES

#### CELL PHONE AND TECHNOLOGY CLASS POLICIES:

I have a zero “0” tolerance for technology, especially/specifically cell phones, in class! For the exceptions of special pre-approved circumstances and during those times we are working with those “tools” in class, the use of technology will NOT be allowed during lecture or any other class presentations. If I see or even suspect<sup>1</sup> someone is using their phone, I will call “you” out and the second notice, to ANYONE, will result in a class pop-quiz on ANY material of my choice from the textbook, lecture, notes, etc....NO curves, NO adjustments, NO dropping of that grade, NO exceptions! After the first POP-Quiz, any future occurrences will result in no warnings, just another pop-quiz! **recording of lectures (audio or video) is strictly prohibited by anyone other than myself without prior permission; and No, you MAY not photograph presentation material as that too is considered “recording” of lectures.**

*<sup>1</sup>Suspect is defined as repeatedly looking down at your hands in your lap; ANY backpack, purse, bag, pencil bag, stack of books, etc. that is on your desk and can be considered or seen as a way of hiding or concealing something.*

#### LEAVING CLASS DURING LECTURE:

If for ANY reason<sup>2</sup> you need to leave class before class is dismissed, you will need to gather your personal belongings and excuse yourself. I will stop class lecture as you gather your belongings and be on your way.

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*<sup>2</sup>Reasons include but are not limited to any personal or family related emergency, the perceived need to take that phone call or respond to a text, to take care of any natural needs, etc.*

### **ATTENDANCE POLICY:**

Attendance will be taken everyday (lecture or lab) and it is your responsibility to sign-in to receive credit for that day; I will pick-up the sign-sheet 15 minuets into class and you will NOT be allowed to sign-in after that time. Please be on time as it is disruptive to the class if you enter late. If, for some reason<sup>3</sup>, you find making it to class on time is difficult, please meet with me so we can discuss why and if there might be any options to help you attend on time. Attendance is your class participation. You MUST be in attendance a minimum of 85% in order to be eligible for an “A” in the class. If you do not “attend/participate” a minimum of 85%, it will then be at my discretion to award you, provided you fulfill all the other parts of the course requirements, with a final grade of an “A.”

*<sup>3</sup>Reasons may include work/school conflicts, bridge crossing delays, etc.*

I will take attendance every class period (lecture or Lab) by passing around a sign-in sheet that will be collected after 15 minuets, so arrive on-time if you want to receive credit for that day. Day's designated as "Open Lab" days will not count as your attendance but I will have a sing-sheet for my own information of who was present on those days.

### **EXAM POLICY:**

Exams will be distributed within the first 15 minuets of class; once anyone completes the exam and leaves, that exam is considered “closed.” If you arrive late (after that first person leaves), you will **NOT** be allowed to take the exam...no exceptions! Please take care of any personal matters BEFORE we begin the exam, if for any reason you need to leave, you will be asked to turn in your exam and it will be accepted as finished. If you bring a bag, backpack, coats, etc. you may be asked to leave it at the front of the room (where they can be seen by all) and collected AFTER you complete your exam. You are not allowed to have ANYTHING other than a pencil, pen, or eraser out on your desk during the exam...no pen/pencil bags will be allowed. DO NOT pick-up, put away, etc. anything until you have turned in your exam. I will ask/remind EVERYONE to turn off his or her phone before we begin, if you cannot follow that simple instruction, I will collect your exam and it will be considered finished at that point if I hear your phone ring or even vibrate. Lastly, individuals may be asked to move around to different desks to evenly distribute the class based on the number of seats available.

**NO MAKE-UP EXAMS** will be offered. If you miss an exam, the FINAL EXAM will then count as two and that grade will replace the missed exam...NO EXCEPTIONS!

### **DROP POLICY:**

I will **NOT** drop you for any reason...period! If you need to drop the class it is YOUR responsibility to determine that and do so before the final drop date. Once the drop date has passed, I will ONLY drop you from the class if you can provide me with reasoning and justification in writing that will then be presented to the either the department chair, college dean, or both for their approval.

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### **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.

### **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).

### **CASS POLICY:**

(1) 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.

(2) 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.

### **Evaluation:**

**Attendance: (15%) 150 points**  
**Exams/Quizzes: (15%) 150 points**  
**Lab practicum exercise assignment: (15%) 150 points**  
**Assignments: (55%) 550 points**

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900 – 1,000	A
800 – 899	B
700 – 799	C
600 – 699	D
0 – 599	F

### **I = Incomplete:**

**Because this is a case by case situation, based on the reason for receiving an Incomplete (I) your final grade will require additional coursework. If this option is taken, it will be totally up to the individual to stay on top of completing what needs to be completed. . I will NOT process ANY previous "Incompletes" during the final 3-4 weeks of the current semester; in other words, your "crisis" to complete your incomplete does NOT become my crisis as time draws near to the deadline. The exact details will be discussed and agreed upon if we need to cross this bridge.**

### **Concerning grades, I DO NOT email grades or scores... so don't ask.**

A final word about grades...if you are concerned about your grade, DO NOT wait until the last week of the semester and express concern. At that point your "crisis" does not become my crisis. As for asking about extra credit, if I give ANY extra credit, it will ONLY make-up for a missed day or two. Extra credit will NOT replace missing assignments or low exam grades.

### **Attendance/Class Participation: (15%) 150 points**

Class participation is primarily based on your attendance and submission of progress assignments as requested. Un announced pop-quizzes may be given if overall attendance begins to drop and those scores will be averaged into your attendance score.

**Drop policy:** It is the responsibility of students to drop themselves if they desire to receive a "W" in the course (**DEALINE:** \_\_\_\_\_ ). 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.

Students, who are not progressing satisfactory and wish to drop the class, must follow the official college guidelines in obtaining a "W" for their final grade. If you end up taking an Incomplete (I) for the class, it is YOUR RESPONSIBILITY to prepare all the proper paperwork as well as complete the material required and file any remaining paperwork. I will not track you down and finish what you did not complete. If you fail to take care of the proper material, an Incomplete (I) will eventually default to the grade earned based on the work completed to that point.

### **Exams/Quizzes: (15%) 150 points**

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

NO make-up exams/quizzes will be given! If you miss the FINAL EXAM/QUIZZ, you will receive a "0" on that exam/quiz which will NOT be dropped or adjusted and CAN NOT be made-up! The use of Cellular phones (or any other digital communication device) WILL NOT be permitted during ANY EXAM/QUIZ.

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**Lab practicum exercise assignment: (15%) 150 points**

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 had basically the semester, you will have a limited time frame to complete your task to simulate a real-life crunch deadline scenario.

**Assignments: (55%) 550 points**

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

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**COURSE CALENDAR** (Daily)

	Week 1
Tues	Intro to class and lecture to communication model
Thurs	Lab - Intro to Mac and Illustrator
	Week 2
Tues	Reviewed Illustrator Contd. lecture to Basic Planning Questions
Thurs	Lab - Illustrator continued
	Week 3
Tues	Reviewed Illustrator with emphasis on type. Contd. lecture up to "Basic planning questions point 12 - Workflow.
Thurs	Lab - Illustrator wrap-up
	Week 4
Tues	Reviewed Illustrator Critique Logos & Review
Thurs	Lab - Intro to Photoshop
	Week 5
Tues	Exam 1
Thurs	Lab - Photoshop continued
	Week 6
Tues	Reviewed Photoshop Contd. lecture up to Fonts; Distributed assignment sheet and discussed each project in detail along with showing samples for each
Thurs	Lab - Photoshop wrap-up
	Week 7
Tues	Reviewed Photoshop Discussing assignments
Thurs	Lab – Open
	Week 8
Tues	Review
Thurs	Lab – Open
	Week 9
Tues	Exam 2
Thurs	Lab – Open
	Week 10
Tues	Contd. lecture starting with type through Images
Thurs	HOLIDAY
	Week 11
Tues	Finish Images

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Thurs	Lab – Open
	Week 12
Tues	Open Critique
Thurs	Lab – Open
	Week 13
Tues	Review
Thurs	Lab – Open
	Week 14
Tues	Exam 3
Thurs	Lab – Open
	Week 15
Tues	Exam 3
Thurs	Lab – Open
	Week 16
Tues	Final Disks DUE
Thurs	Lab Practicum – “Exam”
	Week 17 - FINALS WEEK

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