



## UTEP Syllabus – Spring 2016

**Ad Design, Graphics & Layout - CRN: 22128 - COMM 3332**

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:** Spring 2016 Jan 19, 2016 - May 05, 2016

**COURSE NAME & CRN:**

Ad Design, Graphics & Layout – COMM 3332 – CRN 22128

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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 - 9:20 a.m., 1:00 - 2:50 p.m. - EDUC 102

Tues./Thurs. 11:00 a.m. - 12:00 p.m. - COTT 104/KTEP Studios

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.

#### **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
- 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

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

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### 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.

*<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 minutes 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.

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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 minutes, 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 sign-sheet for my own information of who was present on those days.

### **EXAM POLICY:**

Exams will be distributed within the first 15 minutes 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.

### **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.

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### 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**

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.***

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**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.

### **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)

Day	Date		
<b>Week 1</b>			<b>Due</b>
Tues	Jan 19	Intro to class and lecture to communication model	
Thurs	Jan 21	Lab - Intro to Mac and Illustrator	
<b>Week 2</b>			<b>Due</b>
Tues	Jan 26	Reviewed Illustrator Contd. lecture to Basic Planning Questions	
Thurs	Jan 28	Lab - Illustrator continued	Assignment proposals
<b>Week 3</b>			<b>Due</b>
Tues	Feb 2	Reviewed Illustrator with emphasis on type. Contd. lecture up to "Basic planning questions point 12 - Workflow.	
Thurs	Feb 4	Lab - Illustrator wrap-up	
<b>Week 4</b>			<b>Due</b>
Tues	Feb 9	Reviewed Illustrator Critique Logos & Review	Logo Ideas
Thurs	Feb 11	Lab - Intro to Photoshop	
<b>Week 5</b>			<b>Due</b>
Tues	Feb 16	Exam 1	
Thurs	Feb 18	Lab - Photoshop continued	
<b>Week 6</b>			<b>Due</b>
Tues	Feb 23	Reviewed Photoshop Contd. lecture up to Fonts; Distributed assignment sheet and discussed each project in detail along with showing samples for each	
Thurs	Feb 25	Lab - Photoshop wrap-up	Progress reports
<b>Week 7</b>			<b>Due</b>
Tues	March 1	Reviewed Photoshop Discussing assignments	
Thurs	March 3	Lab – Open	

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<b>Week 8</b>			<b>Due</b>
Tues	March 8	SPRING BREAK	
Thurs	March 10	SPRING BREAK	Progress reports
<b>Week 9</b>			<b>Due</b>
Tues	March 15	Exam 2	
Thurs	March 17	Lab – Open	
<b>Week 10</b>			<b>Due</b>
Tues	March 22	Contd. lecture starting with type through Images	
Thurs	March 24	HOLIDAY	
<b>Week 11</b>			<b>Due</b>
Tues	March 29	Finish Images	
Thurs	March 31	Lab – Open	
<b>Week 12</b>			<b>Due</b>
Tues	April 5	Open Critique	
Thurs	April 7	Lab – Open	Progress reports
<b>Week 13</b>			<b>Due</b>
Tues	April 12	Review	
Thurs	April 14	Lab – Open	
<b>Week 14</b>			<b>Due</b>
Tues	April 19	Exam 3	
Thurs	April 21	Lab – Open	
<b>Week 15</b>			<b>Due</b>
Tues	April 26	Exam 3	
Thurs	April 28	Lab – Open	
<b>Week 16</b>			<b>Due</b>
Tues	May 3	Final Disks DUE	FINAL DISKS
Thurs	May 5	Lab Practicum – “Exam”	Lab Practicum
<b>Fri</b>	<b>Dec 4</b>	<b>DEAD DAY - NO CLASSES</b>	
<b>Week 16</b>			

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## Student profile sheet

Name: \_\_\_\_\_

Major/Minor: \_\_\_\_\_

Have you taken any class like this before? \_\_\_\_\_

If yes, BRIEFLY describe the class to me: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you currently employed in any segment of the "Communication" profession? \_\_\_\_\_

If yes, where, in what capacity, etc.? \_\_\_\_\_

\_\_\_\_\_

What do you expect to LEARN from this class? What are your expectations?

What are your goals for a career after school?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Using the back of this paper if necessary, what photo manipulation/enhancement, audio/video editing, or other programs are you familiar with and or currently use? On a scale of 1-10 (with 1 being the lowest and 10 the highest), rate your perceived knowledge of the programs you've listed. What type of gear (DSLR, video camera, audio recorders, computers, software, etc.) do you own? What is your goal for a grade in this class? What do you want to be (as the old expression asks) when you "grow-up?"

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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