



# UTEP Syllabus – Spring 2023

## Ad Design, Graphics & Layout – COMM 3332 – CRN 21072 v1

### COURSE INFORMATION

**SEMESTER & YEAR:** Spring 2023 – Jan. 17, 2023 – May 4, 3032

**COURSE NAME & CRN:** *(Although not officially a hybrid course, I will be incorporating Blackboard into the course as well as using Remind.com to communicate with the class)*

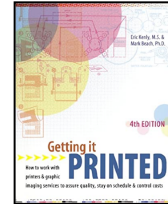
Ad Design, Graphics & Layout – COMM 3332 – CRN – 21072

Tuesday/Thursday – 4:30 pm – 6:20 pm – LART 405M

### **TEXTBOOK(s):**

**Required:**

- **Getting it Printed 4th edition**  
by Mark Beach, Ph.D. & Eric Kenly, M.S. - ISBN# 978-1581805772
- **Notes on Graphic Design and Visual Communication**  
by: Gregg Berryman - ISBN# 978-1560520443



**Optional:**

- **The Designer's Desktop Manual**  
by Jason Simmons - ISBN# 9781440303005
- **Design Basics Index**  
by: Jim Krause - ISBN# 9781581805017
- **The Non-Designer's Design Book**  
by: Robin Williams - ISBN# 978-0133966152



**MATERIALS:** You will need access to the Adobe CS (this is provided as part of your lab fees) as well as a digital camera (your cell may be used as a substitute), an external HD (size that fits your budget) or USB

### INSTRUCTOR INFORMATION

**NAME:** Steve Lama

**OFFICE LOCATION & HOURS: (Subject to change)**

Mon – Thur: 9:30 – 10:15

Mon/Wed: 1:30 – 2:00

Tues/Thurs: 3:30 – 4:15

I'll be in the Foyer of Cott Memorial

AND BY APPOINTMENT

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

**EMAIL:** slama@utep.edu

**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/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

### **LEARNING OBJECTIVES & OUTCOMES:**

- 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

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.

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**ASSIGNMENTS\*:** Below are the assignments, specific details to follow and subject to change:

\*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.
  - a. Shapes (5)
  - b. Strokes (on the above shapes)
  - c. New shapes (3 new shapes by combining or creating on your own)
  - d. Donut/Swiss Cheese (1)
  - e. Fonts (6-8 headline examples)
  - f. Pattern
  - g. Map
  - h. Crop photo (crop into 3 different photos and the original)
  - i. Text and shape mask
  - j. Clipped item
2. Organizational Chart OR Info graphic
3. Logo
4. Business card, Letterhead, Envelope
5. Billboard
6. Postcard/Direct mail piece (2 sided)
7. Poster (1 sided)
8. Brochure (2 sided)
9. Webpage/Homepage

EXTRA CREDITS: These DO NOT replace any missing assignments! Extra means over and above the required assignments!

- a. Newsletter
- b. CD/DVD
- c. Package
- d. Identity Guide
- e. Second Billboard
- f. Second post card

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**Evaluation:**

**ASSIGNMENTS WILL BE GRADED (Pass/Fail) USING THE FOLLOWING CRITERIA:**

- Does the assignment fit or address the requirements?
- Technical elements as described in the initial assignment details.
- Turned in on time.
- **Saved and labeled correctly (IF NOT, MAY BE PENALIZED UP TO 20% AT INSTRUCTORS DISCRETION)**

**FINAL ASSIGNMENTS DUE DATE:**

ALL FINAL projects are due the last week of the semester; this LAST week of the semester will also be used to complete the Lab Practicum for the class.

**DUE DATE: ALL FINAL projects due the last week of the semester.**

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.**

**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.

**Assignments: (55%)**

These are graded as pass (90) or fail (0), provided they meet the assignment descriptions & course expectations. Weight distribution will be evenly distributed over the number of assignments assigned to

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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.

You may be required to submit weekly progress reports/assignments and used for class critiques.

**By submitting you assignments (final projects or progress assignments) you understand and are giving your consent/permission that they may be “shared” (viewed/listened to/etc.) in a classroom environment for evaluation or critique during the current or future semesters.**

### **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: (15%)**

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.

### **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 (check the official university calendar found under the calendar link on Bb and below). 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 DO NOT drop anyone for missed classes or lack of attending class.

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.

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### 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.

**If you are on the roster at the end of the semester, you will receive the grade you have earned!**

### Rules, Class Policy, Etc.

#### Attendance:

You are expected to be in class every session just like with any other class or your job. If you miss class, it's your responsibility to reach out to a fellow classmate to find out what was covered. It's not my responsibility to repeat class lectures for repeatedly missing class. I will happily repeat material as needed to ensure comprehension but not for lack of attendance.

#### LATE WORK POLICY:

**Once a due date is set, anything submitted AFTER the due date, will be accepted at my discretion. If accepted, it will be subject to a late penalty of 10-20% grade reduction, NO EXCEPTIONS!**

#### 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.

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### **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.

### **Additional University resources:**

The University offers students many other resources that may be of help. I have added a section to our course in Bb with links those various campus resources. If you feel a need to reach out, please take advantage of what's available to you as students.

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