



UTEP Syllabus – Spring 2024 – On-Line – CONNECT Ad Design, Graphics & Layout – COMM 3332 – CRN 26974 v1

I. COURSE INFORMATION

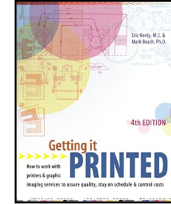
SEMESTER & YEAR: Spring 2024 – Jan. 16, 2024 to March 4, 2024

COURSE NAME & CRN: COMM 3332 - Ad Graphics & Design – CRN: 26974

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

II. INSTRUCTOR INFORMATION

NAME: 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 (**ONLY!!!**)

III. 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

DO NOT USE OR INCLUDE YOUR STUDENT ID ON ANYTHING!

**THE INSTRUCTOR RESERVES THE RIGHT TO MAKE NECESSARY CHANGES IN THE SCHEDULE/CALENDAR/ASSIGNMENTS
DEPENDING ON THE NEEDS OF THE CLASS.**

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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

- 1) No quiz this week
- 2) Ch. 01 - Overview/Planning
Ch. 02 - Type and Graphics (images)
- 3) Ch. 03 - Pre-press
Ch. 05 – Color
- 4) Ch. 04 - Film & Flats
Ch. 06 - Paper & Ink
- 5) Ch. 07 - Offset Printing
Ch. 08 - Other Printing Methods
- 6) Ch. 09 - Finishing and Binding
- 7) 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! Make sure you keep copies of all your work as I am not a cloud storage resource.

Please see calendar of events/topics for specific details

1. Headlines
2. Basic shapes, colors, fills, etc.
3. Organizational Chart/Info graphic
4. Logo

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5. Business card, Letterhead, Envelope
6. Billboard
7. Map
8. Basic photo skills (adjustments, crop, size, manipulation, etc.)
9. Postcard/Direct mail piece (2 sided)
10. Poster (1 sided)
11. Brochure (2 sided)
12. Webpage (design)

DUE DATES will be posted in BB

GRADING SCALE:

Assignments: = 450 points (45%)

Exams/Tests (they are all the same): = 150 points (15%)

Lab practicum/exercise: = 200 points (20%)

Discussion/Attendance: 200 points (20%)

Final grades will follow the below scale:

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

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

Discussions/Attendance: (20%) 200 points

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

- Initial assignment post due (end of day) **Wednesday** 11:59 p.m.
- Follow-up posts/comments will then be open until (end of day) **Saturday** 11:59 p.m.
- You must post your initial assignment
- You must post to a minimum of THREE DIFFERENT discussions
- To receive full credit for your discussion/attendance points, you must have four posts in total per assignment

Exams/Quizzes/Tests: (15%) 150 points

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%) 200 points

This practicum will test your ability to apply what you have learned this semester through an exercise assignment

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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%) 450 points

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.

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.

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

- Does the project fit or address the assignment?
- Technical elements/accuracy
- Basic design components
- On-time
- Assignment(s) due (end of the day) **Wednesday** 11:59 p.m.
- Follow-up comment/critique posts will then be due by (end of the day) **Saturday** 11:59 p.m.
- **Saved and labeled correctly (IF NOT, MAY BE PENALIZED UP TO 20%)**

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.

IV. RULES, CLASS POLICIES/ ETC.

ATTENDANCE(DISCUSSION):

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

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ASSIGNMENTS will be accepted after four (4) days past the due date and a grade of "0" will be posted for that assignment.

LATE GRADE PENALTIES MAY/WILL BE AT MY DISCRETION FOLLOWING THE ABOVE POLICY!

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).

V. **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.

VI. **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. 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. 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.

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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VII. COURSE CALENDAR *Subject to change!*

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

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

Week One:

Introduction to the course

Assignment(s): Headlines & Basic shapes, colors, fills, etc.

Week Two:

Ch. 01 - Overview/Planning

Ch. 02 - Type and Graphics (images)

Assignment(s): Info graphic/Organizational Chart & Logo

Week Three:

Ch. 03 - Pre-press

Ch. 05 - Color

Assignment(s): Business card, Letterhead, and Envelope & Billboard

Week Four:

Ch. 04 - Film & Flats

Ch. 06 - Paper & Ink

Assignment(s): Map & Basic photo skills (adjustments, crop, size, manipulation, etc.)

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(s): Lab Practicum exercise

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