

Course Description

Applied Design for Strategic Communicators will operate as a design studio in a lab setting combining readings, discussion, and hands-on design and production experience. Working individually, and in design teams, students will learn software applications and design processes for strategic communications.

What We Will Learn

Today's strategic communicators operate in a technology-oriented industry and must keep up with the pace of rapidly iterating projects, technology, hardware, and software applications. In this course we will develop the skills necessary to be successful and versatile in the media communications industry. You will practice the following skills and learn software applications as they relate to your sequence:

- Communication and project management
- Design thinking and critique
- Adobe CC: Photoshop, Illustrator, InDesign
- HTML/CSS basics

Texts

No required text. Exercise materials will be available via Blackboard.

Materials

A Mac-compatible min 8GB (16GB+ recommended) USB Flash Drive

A notebook or digital recorder to take notes

Objectives

- Gain an appreciation of design, type and space as the building blocks of visual communication
- Understand the usage of various industry standard computer applications
- Raise and refine your computer skills
- Develop strong project management skills through critical observation and thinking
- In addition to these technical skills, you will also develop the professional skills necessary to your survival and success in both the academic and business worlds. These skills include: Organization, Time Management, Deadline Awareness, Constructive Criticism

Lab hours

The Mayborn School of Journalism provides a computer lab for you to complete your work. Note: Be sure to use the The Mayborn School of Journalism computer labs in GAB 305 or GAB 319 to complete your work.

Warning! Using other labs on campus can create major problems for you such as files that not in the correct version or can get corrupted.

Expectations

For applied design, and all your classes, you should expect to work in and outside of class. A good rule of thumb is that you should spend two to three hours studying for each credit hour you take. So, if you are taking a three credit hour class (which is standard) then you would expect to spend about 6 to 9 hours per week studying for that class. Some exercises in this class may take less time and some may take more time depending on how familiar you are with the computer program.

Please take advantage of tech support, hacker hours, and my office hours whenever you like, **but especially if**

you are struggling. Expect to struggle, it is part of the learning process. While uncomfortable and frustrating, you will work through your challenges, I am here to support you, and you will it and become a better designer through these experiences.

Below are the computer hours the lab GAB 305 will be open:

- Monday – Thursday: 9:00 am to 10:00 pm
- Friday: 1:00 pm to 6:00 pm
- Saturday: Closed
- Sunday: 1:00 pm to 8:00 pm

Software/Resources

Adobe CC: Illustrator, Photoshop, InDesign
Text Wrangler, Sublime Text

Subscription to Software

If you have your own Mac and want to work at home you can download the software from Adobe.com. They have a student price that allows you to use the Creative Suite. Note: If you choose to purchase software, there may be version discrepancies between your tech and the computer lab. We will discuss these issues in class.

Class Etiquette

Once in the classroom, silence your cell phone and keep it packed inside your purse or backpack. When class instruction is occurring, you may not surf the web or check e-mail; if you do, you may be asked to leave that class and you'll be counted absent. No FOOD or DRINK is allowed in the classroom.

Attendance

- Attend class and participate. This is a skills-based course, you must come to class to learn, practice and ask questions.
- First Class Day Attendance: Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.
- There are no unexcused absences in this class.
- This is a hands-on, skills based course, therefore it is important to attend every class and to be on time.
- Being late may cause a disruption of the timing of the lecture and understanding of the lab work.
- If you have an extraordinary problem (visit to the emergency room, auto wreck, death in the family) that will prevent you from attending class, you must communicate with the instructor prior to class time. E-mail will generally be checked a few hours prior to class, but not after class has started. Bring a note from a doctor if you are absent due to illness. Understand that illness is not an excused absence.
- If you miss class, it is your responsibility to keep up with any changes in this syllabus and additional assignments. Take advantage of the course Slack to communicate with each other and ask questions.
Get to know a classmate as the instructor is not responsible for you catching up on the lecture notes.
- Any in class work missed due to an unexcused absence may result in a grade of 0. That will have an impact on your final grade.

Weekly Exercises and Homework

The majority of the assignments will need to be submitted via the TURN IN link on the course Blackboard. Materials for each set of exercises and your homework will be uploaded to the course Blackboard. The files for your exercises are sometimes provided in a compressed .zip folder. When you complete the exercises you should put your files into a folder and compress the folder before you turn it in. When you compress the folder it becomes a .zip file. That is the file you should submit to me. We will discuss this process in class and

you should contact me if you have questions.

TURNING IN HOMEWORK

- Remember that your homework is due by EOD the before the next class, submitted via the TURN IN link on our course blackboard.
- When you turn in your homework, all your files (10 files - 5 .ai, 5 .pdf) should be in one folder with the following naming convention: "FIRST NAME SECTION# Illustrator Ex 1 2015"
- Replace FIRST NAME with your first name and SECTON# with your section number. For example, my folder would read as: "Juli 001 Illustrator Ex 1 2015"
- If you are using the most current version of Creative Cloud you must retrosave your files - please use "CS4 or later". If you are working in the MAC lab this is not an issue for you.
- Also, remember to compress (zip) your folder before you upload it. Here is a link that will walk you through the steps to compress, with images: <http://www.macinstruct.com/node/159>

The course schedule in this syllabus works as checklist that you can use to keep track of what assignments you have accomplished. Make a print of it.

- All work will be usually collected on a weekly basis unless otherwise specified.
- All assignments should be turned in via Blackboard by 11:59 p.m. the day before class.
- No work will be accepted through E-mail unless approved by the instructor.
- If you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor before the project is due.

Office Hours

My tech support hours are listed on the first page of the syllabus. I am available other days and times to meet virtually, by phone, or in the office, by appointment. Please contact me to book a time. I'll need a minimum of 24 hours notice to respond. Generally, I will respond to email within 48 hours.

Assignments/Grades

Assignments, divided by tasks that are usually worth 10 pts each, are outlined in the course pack. These are the major sections of the course:

- Intro to Design Exercises
- Illustrator Exercises
- Photoshop Exercises
- InDesign Exercises
- HTML/CSS Exercises

Final Exam/Project

We will discuss the final project toward the middle of the semester.

Grade Scale

A 90 - 100% B 80 - 89.9% C 70 - 79.9% D 60 - 69.9% F < 60%

FINAL EXAM

This class does not have an in person final exam. Your final assignment is due via Blackboard by 11:59 p.m. on our scheduled exam day.

Design Studio Schedule

WEEK OF		TASKS
1	JAN 17	Introductions & Syllabus, Mac Skills
2	JAN 24	HTML 1
3	JAN 31	HTML 2
4	FEB 7	Illustrator 1 – Intro
5	FEB 14	Illustrator 2 – Pen Tools Intro
6	FEB 21	Illustrator 3 – Pen Tools Intermediate
7	FEB 28	Illustrator 4 – More Techniques
8	MAR 7	Illustrator 5 – PC Logo
9	MAR 14 SPRING BREAK	Illustrator 6 – Mickey Tag Art
10	MAR 21	Photoshop 1 – Intro
11	MAR 28	Photoshop 2 – Additional Skills
12	APR 4	Photoshop 3 – Web Skills
13	APR 11	InDesign 1 – Intro
14	APR 18	InDesign 2 – Newsletter Layout
15	APR 28	InDesign 3 – Web Skills
16	MAY 1	Bringing it all together – Design Your Final Project
17	MAY 6-11, 2016 FINALS WEEK	No Class - Final project due via Blackboard