



**Objectives:** After successful completion of this class, you should be able to:

- Articulate principles of visual perception and design.
- Apply design rules in converged media projects.
- Produce professional-quality multimedia content suitable for distribution.
- Critically assess your design choices and those of others.

## **Text**

Golombisky, K. & Hagen, R. (2013). *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design*. (2<sup>nd</sup> ed.). Focal Press. ISBN: 0240824148

## **Projects**

*You will receive a rubric for each project with further details, but here is a summary:*

Branding Project – create a logo for yourself and use it in a business card, letterhead and resume; also create an infographic that speaks to your skills/experience

Magazine Project – create a multi-page magazine layout complete with original photos, article and design; portfolio assignment for MCOM 4191\*

Web Project – create a personal website via Wix.com for your online portfolio

*In addition to projects, you will have a quiz over each chapter and often complete in-class work.*

## **MCOM Major Portfolio Assignment**

Each MCOM course has a designated assignment that students are asked to include in their portfolios. The web project from Media Design can serve as your portfolio website, and you are encouraged to use the magazine project as the key sample assignment from MCOM 2310 Media Design.

## **Tentative Schedule**

Tuesday, January 19 Get to know each other; read syllabus; pre-test; **Ch. 2** Step Away from the Computer; brainstorm for projects

Thursday, January 21 Take online quiz for syllabus & Ch. 1 before coming to class today.

**Ch. 1** What is Design? [read prior to today's class and take quiz before you come to class – do this for every chapter from here on out]

*MAJORS' MEETING at 12:15*

Tuesday, January 26 Read **Ch. 9** Adding Visual Appeal: Working with Photos & Illustrations; Work with Photoshop

Thursday, January 28 Read **Ch. 8** Color Basics; Work with Photoshop

Tuesday, February 2 Read **Ch. 7** Type (#3 p. 108 explains branding project)

Thursday, February 4 Photoshop; **HW**: take the practice test to prepare (use training mode)

Tuesday, February 9 **Photoshop Certification Testing**

Thursday, February 11 Read **Ch. 4** Layout Sins; layout sin reflection (due at the beginning of class)

**COMM WEEK**: *Monday, Feb. 15*: Video Competition – 12:15 – Recital Hall; *Tuesday, Feb. 16*: Alumni Table Talk – 6 p.m. – JBK Legends; *Wednesday, Feb. 17*: Project Runway – 12:30 – FAC foyer; *Thursday, Feb. 18*: Filmmaker Will Bigham – 6 p.m. – Legacy Hall

Tuesday, February 16 Read **Ch. 5** Mini Art School; Illustrator

Thursday, February 18 Read **Ch. 10** Infographics

Tuesday, February 23 Infographics (cont'd)

Thursday, February 25 **BRANDING PROJECT DUE**; talk about magazine project

Tuesday, March 1 Read **Ch. 6** Layout

Thursday, March 3 Practice Illustrator certification test on your own

Tuesday, March 8 Read **Ch. 14** Fit to Print

Thursday, March 10 **Illustrator Certification Testing**

SPRING BREAK (MARCH 14-18)

Tuesday, March 22 Read **Ch. 3** I need to Design this Today: The Works-Every-Time Layout

Thursday, March 24 Practice with InDesign; Work on magazine project **(UIL)**

Tuesday, March 29 Practice with InDesign; Work on magazine project

Thursday, March 31 **MAGAZINE PROJECT DUE**; practice InDesign test & discuss portfolio

Tuesday, April 5 Read **Ch. 11** Storyboarding

Thursday, April 7 Storyboarding (cont'd)

Tuesday, April 12 Read **Ch. 12** Multimedia Components

Thursday, April 14 Read **Ch. 13** Designing for the Web

Tuesday, April 19 **InDesign Certification Testing**

Thursday, April 21 Work on websites

Tuesday, April 26 prepare portfolio & work on websites

Thursday, April 28 prepare portfolio & work on websites; post-test

Tuesday, May 3

**WEBSITE PROJECT DUE**; present best elements to class

<b>Grading</b>	Assignments	20%
	Quizzes	20%
	Branding Project	20%
	Magazine Project	20%
	Web Project	20%
	<b>Total</b>	<b>100%</b>

90-100%	A	60-69%	D
80-89%	B	0-59%	F
70-79%	C		

## Equipment

You NEED a flash drive to save your work each day. Save each project in its original format AND as a PDF for final submission. Do NOT delete the original file, and please save it in more than one place. In addition to your final project for this class, you need samples of your work for your MCOM 4191 portfolio to graduate.

You will use university equipment in the lab (computers, printers, etc.). Please keep all food and drink away from these computers so they can remain in working order for everyone.

There is a printing limit in the lab. Please use the printers – especially the color printer – sparingly. It should only be used for class work.

## Communicating via the Internet

Email is a great way to reach me because you can send your question whenever it comes to mind. Please feel free to contact me with your questions or concerns. I check my WTAMU email often and respond to messages as quickly as possible. I do take one day off from work email each weekend. I also check WTClass, but not as often.

You need to check your WT email account and WTClass **DAILY** for announcements pertaining to class. If you do not check these regularly, you could miss very important information. WTClass will be the place to look for course materials, links, and other basic course information. We also have a Facebook page for the class (<https://www.facebook.com/MCOM2310MediaDesign?ref=hl>), and you are welcome to reach me via Twitter. I will use all of these channels to communicate to you.

When students email professors, interviewers or bosses, they should review their messages thoughtfully. It should not sound the same as a text message to a friend. “Hey, I miss anything in UR

class?" – is an example of what *not* to send. Check spelling, grammar, punctuation and clarity. Be sure to include your name.

## **Classroom Policy**

In order for the classroom to be conducive for learning, please show respect. If the instructor is addressing the class, please remain quiet. Likewise if a student is asking a question or discussing a pertinent topic aloud for the class, all other students will respect that student and remain quiet. If a student insists on talking while the instructor or another student is talking, that student will be asked to leave the class and given an unexcused absence for that day.

## **Assignments**

Professionals meet deadlines. All assignments should be submitted on time, and they are due on the assigned date even if the student is absent from class. **No late work accepted.**

All assignments should be computer generated according to the formats given in class. Poor spelling, grammar, punctuation, organization and preparation of written work are unacceptable.

**Extra credit** is sometimes offered for assignments beyond those that are required or for attendance at speeches/events relevant to our program. All students are eligible to complete these extra credit opportunities, which will be announced in class as they arise.

## **Professionalism**

Students are expected to conduct themselves in a professional manner at all times. Take advantage of these courses -- learn necessary skills and create projects that will help you in your future career. Carefully consider each project and how it could work in a portfolio that you will show potential employers. You can use humor and demonstrate creativity, but think ahead regarding how this will look in an interview. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger.

## **Academic Integrity**

All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the exam is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the Student Code of Life at <http://www.wtamu.edu/webres/File/Student%20Life/2014-15CodeOfStudentLife.pdf>

## **Material Content Policy**

Students should provide thoughtful and factual information on assignments. Factual errors will result in a grade reduction. All materials produced for MCOM 2310 must be created during the *current semester* for this particular course by the student turning in the work. Any exceptions, such as the use of stock photos, will be announced in class.

### **Acceptable Student Interactions**

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (*Code of Student Life*). Unacceptable or disruptive behavior will not be tolerated. Inappropriate behavior may result in disciplinary action or referral to the University's Behavioral Intervention Team. This prohibition applies to all instructional forums.

### **ADA Statement**

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; [www.wtamu.edu/disability](http://www.wtamu.edu/disability); phone 806-651-2335.

### **Accessibility of Electronic and Information Resources**

If you need email content or attachments in alternate formats for accessibility, please send your contact information and the specifics of your request to [accessibility@wtamu.edu](mailto:accessibility@wtamu.edu).

### **Evacuation Statement**

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

## Harassment is not Acceptable

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:

WTAMU Title IX Coordinator Becky Lopez – Kilgore Research Center 147 **or** call 806.651.3199

WTAMU Counseling Services – Classroom Center 116 **or** call 806.651.2340

WTAMU Police Department – 806.651.2300 **or** dial 911

24-hour Crisis Hotline – 800.273.8255 **or** 806.359.6699 **or** 800.692.4039

<https://www.notalone.gov/>

## Get Involved!

**Mass Comm FB Page:** <http://www.facebook.com/pages/WT-Mass-Comm-Program/146333218752915>

**Comm Dept FB Group:** <http://www.facebook.com/groups/wtcomm/>

If you are serious about a profession in communication, you are strongly encouraged to become an active member of the WTAMU Ad/PR Society (affiliated with America Advertising Federation & Public Relations Student Society of America), National Broadcasting Society, or the Society of Professional Journalists. Not only does membership show potential employers that you are plugged in to professional opportunities while in school, these clubs also provide networking opportunities, conference and competition experiences, as well as scholarship and internship placement. You can also gain great experience by joining the staff of *The Prairie*, the *Eternal Flame*, KWTS or Live Crew. Plug in!

**WTAMU Advertising & Public Relations Society:** meets on Wednesdays at 12:20 p.m., FAC 260  
**WTAMU National Broadcasting Society:** meets on Thursdays at 12:30 p.m., FAC 177

Copyright 2016 by Emily S. Kinsky. All original content in this document, all web-based course materials (be they text, audio, and/or video), and/or classroom presentations are © by Emily S. Kinsky. No distribution is allowed without the express written consent of the author. Students are prohibited from selling (or being paid for taking) notes during this course to or by any person or commercial firm without the express written permission of the professor. Emily S. Kinsky retains all copyright ownership of all original course content. Students who create course content, under Fair Use, that has a copyright, are to understand that they cannot use the content for any distribution (digital or otherwise), payment, or professional leverage of any kind. No material that holds a copyright may be posted on any electronic resume hosting site (private or public).