

**Journalism 2210 (Class no.: 5268): Graphics of communication**

Time: T, Th, 10:30 a.m. – 11:50 a.m., Venue: 204, RTV (Radio and Television Building)

Instructor: Jatin Srivastava

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Office Hours: T, Th, 12:30 p.m. – 1:30 p.m.

**Course Description**

The primary objectives of this course are as follows:

1. Develop understanding of design principles in order to create effective visual content.
2. Develop skills to use various graphic design software.

**Course Material**

**Text:** I will use multiple sources to create my lectures. The power point slides for Most of my lectures will be available to you online through blackboard. I will use the following textbooks:

Required: *The Non Designer's design book: Design and Typographic Principles for the Visual Novice (3rd Edition)* by Robin Williams (**Electronic copy available through library: Link: <http://proquest.safaribooksonline.com/book/graphic-design/9780321563088>**)

**Online resources:** In addition to the texts mentioned above, I will provide notes and readings through Blackboard.

**Trial Software:** If you do not have access to the design software being used in the course at home (Adobe Photoshop CC, Illustrator CC, Indesign CC), you can download trial versions of these software from Adobe.com. However, the trial period lasts only 30 days. I would recommend that instead of downloading all the software together, you download the software around the time it is being covered in the class. You can also purchase your subscriptions at academic discount rates from the Adobe website for use on your own computers.

## **Class Policies**

### ***Assignments and grades:***

The breakup of the grade points is as follows:

**Design Tests: 40 %**

**Homework Assignments: 40%**

**Final Design Project: 20 %**

**Design Tests (40% of total grade points):** There will be four design tests. Each of these tests will be worth 10% of your total grade. One of These tests will focus on assessing your knowledge of the design principles discussed in the class and will have only multiple-choice questions; this will be conducted as an online quiz. Rest of the three tests will focus on testing your software skills; these tests will be in-class tests. These three tests will involve replicating a design using the resource material provided to you.

**Homework Assignments (40 % of total grade points):** You will work on five homework assignments; each assignment will be worth 8% of your total grade points. These assignments will involve creation of different types of media messages and will require application of software skills developed in class. Overall, these will account for 40 % of your grades.

**Final Design Project (20 % of total grade points):** The final project will involve creating a portfolio using all three software covered in the class. This assignment will be due during the final exam week.

### **Grading scheme:**

A	940-1000	B-	800-839	D+	670-699
A-	900-939	C+	770-799	D	640-669
B+	870-899	C	740-769	D-	600-639
B	840-869	C-	700-739	F	0-599

**Back up Policy:** You will back up all your work on a removable memory device. I recommend a flash drive with at least 2 GB capacity. You need to save all your work till the end of the quarter.

Save a copy of all work in original formats (write ups in MS word, and graphics in respective formats like .psd, .ai, .indd). This may help you if you need to edit the work at a later date or if you need to show me an exercise for updating your grades. Failing to back up your work will not be considered an excuse for lack of quality in class projects/assignments.

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**Challenging a grade:** For each homework assignment/project, I will provide a grading rubric. I will provide you break up of your grades according to this rubric after I have assigned a grade to your work. In case you are not satisfied with the grade you received, please provide me in writing a reason for your dissatisfaction. Please also include a statement about the grade you expect and why you think you deserve that grade. I will not entertain any verbal request for reconsideration/alteration of grades.

**Late submission policy:** Assignments should be uploaded on blackboard within the posted deadline. If you face uploading troubles, it's your responsibility to get the document to me within time or notify me of the difficulty. You will be penalized for delay in document submission. For each day of delay, 10 points will be deducted from the total points you get.

The penalty may be waived off or reduced in case of an acceptable excuse.

**Attendance Policy:** Attendance is mandatory. I do understand that there might be valid reasons, which make it impossible for you to attend the class. You can miss up to six classes without any penalty. Any more missed classes after that will incur loss of one letter grade for each missed class. For example, if you missed seven classes and your final grade is A, it will become A- after incorporating the attendance penalty.

Beyond the six-day limit, attendance may be excused if acceptable documented proof is presented. I reserve the right to decide what is acceptable. I would like to point out that documents like advisor's note, prescription receipts, and obituaries from newspaper are more likely to be unacceptable. You have been given the six excused days to address such eventualities.

**Academic Misconduct:** Two primary forms of academic misconduct are cheating and plagiarism. Cheating involves responding to assignments/quizzes from sources not authorized for use for the assignment/quiz. Using information or material from a source and not crediting it is plagiarism. If you are not sure about crediting a source, please ask me. Not being aware of what constitutes plagiarism is not an excuse. In Cases of plagiarism, I may apply a grade penalty. I may also file a complaint with the Office of Community Standards and Student Responsibility, and university Judiciary may impose additional sanctions. If you are charged with academic misconduct, you can avail of the appeal process and also seek services of Students Defending Students, a voluntary organization. For more details, please refer to the following web link: <http://www.ohio.edu/communitystandards/academic/students.cfm>

**Accommodations for disability:** Any student who suspects s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student's specific needs and provide written documentation from the Office of Student

Accessibility Services. If the student is not yet registered as a student with a disability, s/he should contact the Office of Student Accessibility Services.

### **Course Calendar**

	<b>Theoretical Topic</b>	<b>Homework assignments/ Projects (% of total grades)</b>	<b>Assignment Due date</b>
<b>Week 1</b>			
January 15	Introduction to syllabus		
January 17	principles of visual communication		
<b>Week 2</b>			
January 22	principles of visual communication		
January 24	Introduction to Photoshop tools + selection tools		
<b>Week 3</b>			
January 29	Using Selection tools in Photoshop		
January 31	Photoshop CC: Working with images (Cloning and healing, cropping, Transformation)	Homework Assignment 1: Personal Dashboard	February 14 (11:59 pm, on Blackboard)
<b>Week 4</b>			
February 5	Photoshop CC: Working with images (Camera raw)		
February 7	Photoshop CC: Working with images (Camera raw)		
<b>Week 5</b>			
February 12	Photoshop CC: Working with Layers and Type		
February 14	Photoshop CC: Layers, Layer effects, Masking,	Homework Assignment 2: Print Advertisement	March 5 (11:59 pm, on Blackboard)

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<b>Week 6</b>			
February 19	<b>Design Test 1(Photoshop)</b>		
February 21	Illustrator CC: Introduction (Tools + Drawing exercises)		
<b>Week 7</b>			
February 26	Illustrator CC: Introduction (Tools + Drawing exercises)		
February 28	Illustrator CC: Working with Shapes and Type		
<b>Week 8</b>			
March 5	Open lab session to work on practice exercises		
March 7	Open lab session to work on practice exercises		
<b>March 11-15</b>	<b>Spring Break</b>		
<b>Week 9</b>			
March 19	Illustrator CC: Working with Shapes and Type		
March 21	Illustrator CC: Working with objects, effects, and Layers	Homework Assignment 3: Personal Logo	April 4 (11:59 pm, on Blackboard)
<b>Week 10</b>			
March 26	<b>Design Test 2 (Illustrator)</b>		
March 28	Indesign CC: Introduction to workspace/overview		
<b>Week 11</b>			
April 2	Indesign CC: Working with objects and Images		
April 4	Indesign CC: Working with objects and Images	Homework Assignment 4: Magazine Cover	April 18 (11:59 pm, on Blackboard)
<b>Week 12</b>			
April 9	Indesign CC: Flowing and editing text		

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April 11	Indesign CC: Working with Type		
<b>Week 13</b>			
April 16	Indesign CC: Working with Pages and styles		
April 18	<b>Design Test 3 (Indesign)</b>	Homework Assignment 5: Magazine spread	April 25 (11:59 pm, on Blackboard)
<b>Week 14</b>			
April 23	Class time to work on final project		<b>Design test 4 (online quiz on design principles and software)</b>
April 25	Class time to work on final project		
<b>Week 15</b>	<b>(Finals Week)</b>		
April 30, 10:10 a.m. - 12:10 p.m.	Class time to work on portfolio	Final Portfolios due on Blackboard at 12:10 p.m.	

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