

MCOM 415, SECTION 103

MASS MEDIA GRAPHICS

SYLLABUS

Spring 2017

Location: MC 110

Wednesday 6:30–9:10pm

Instructor: Sam Borowy

Email: sborowy@towson.edu

COURSE DESCRIPTION

Communication potential of design elements in a variety of graphics using computer technology.

Prerequisites: MCOM 101/102 and junior/senior standing.

At the end of the course, the students will:

1. Recognize the graphic potential of information, conceptualize graphic solutions and find the most appropriate method of packaging text and graphics;
2. Select appropriate typography on the basis of mood, audience and readability;
3. Select, crop and size photographs, and write captions and cut-lines to accompany them.

Students may not attempt a class for the third time without prior permission from the Academic Standards Committee

CLASS WEBSITE

GRADING CRITERIA

Class-Participation/Attendance: 10%

Project 1: Case Study 5%

Project 2: All-Type Ad 5%

Project 3: MAgazine Layout 10%

Project 4: Logo design 15%

Project 5: Complex Ad 10%

Project 6: Social Media 5%

Project 7: Wireframing 10%

Project 8: Website Homepage Design 15%

Project 9: Mobile Design 5%

Project 10: The Pitch 5%

Portfolio/Final: 5%

REQUIRED TEXTS & SUPPLIES

- Thinking with Type by Ellen Lupton (required)
- Sketch book (or paper), pen, pencil, eraser that works (recommended)

MY OFFICE HOURS

I will be available after class in room SA150.

KEY DATES TO REMEMBER (SPRING 2017)

- Jan. 30: First day of the semester
- Feb.7: The end of drop/add period
- March 19-26: Spring Break
- April 10: Last day to withdraw with a grade of “W”
- May 16: Last day of classes
- May 17-May 23: Final Exam Week

GRADING SYSTEM

A	93-100	B-	82.9 - 80	D+	67 - 69.9
A-	92.9 - 90	C+	75 - 79.9	D	63 - 66.9
B+	87 - 89.9	C	70 - 74.9	D-	60 - 62.9
B	83 - 86.9	C-	67 - 69.9	F	0 - 59.9

ATTENDANCE POLICY

Attendance is mandatory for all classes. This course requires ongoing interaction between students and instructor in the form of critiques, software instruction, and discussion. Students will use lab equipment for at least part of every class period. More than two unexcused absences will cause your letter grade to drop 5% for each additional unexcused absence (ie. 3 absences = -5%, 4 unexcused absences = -10%.) Absences will jeopardize your overall success in this class. The student is responsible for coming to class prepared for full participation in class activities and take advantage of lab time that will be utilized. Only documented or legal excuses will be accepted.

LATENESS

Class will begin promptly at 6:30pm. Students should arrive on time and ready to begin class. Multiple late arrivals to class throughout the semester will result in a deduction in your class participation grade.

LAB HOURS

GRADING POLICY & LATE SUBMISSIONS

You will complete projects, written exercises, and participate in classroom discussion during the course of the semester. You may submit one revision for projects, due the next class session. Late submissions will receive a -10% point penalty and will not be accepted after the following class session. There will be no revisions allowed to late projects.

CLASSROOM ETIQUETTE

COFAC Civility Code and classroom behavior

COFAC places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors and offensive comments. Faculty have the right to define appropriate behavioral expectations in the classroom

and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction.

We believe that in order to achieve these ideals, all COFAC students, staff, and faculty are expected to exhibit and practice civil behaviors that exemplify: (1) respecting faculty, staff, fellow students, guests, and all university property, policies, rules and regulations; (2) taking responsibility for one's choices, actions and comments; (3) delivering correspondence – whether verbal, nonverbal, written, or electronic – with respectful language using professional writing standards and etiquette; and (4) accepting consequences of one's choices and actions. The use of offensive, threatening or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog.

(Note: The inclusion of examples is a per professor prerogative. Faculty members are encouraged to discuss expected classroom/student/teacher behaviors.)

Examples demonstrating civility in the classroom as a student include:

- Being respectful of the professor and other students.
- Not texting or using cellular phones and other electronic devices.
- Not using your laptop for activities other than class work.
- Not eating or drinking in class.
- Not reading newspapers or listening to music during the class.
- Not sleeping in class.

Examples demonstrating civility in the classroom as a faculty member include:

- Being respectful of the students.
- Attempting to understand individual student needs and learning styles.
- Discussing civil behavioral expectations during the first class.
- Taking time to talk with students whose behaviors negatively affect the classroom.
- Encouraging students to follow your civil behavior.

WEAPONS POLICY

To promote a safe and secure campus, Towson University prohibits the possession or control of any weapon while on university property. See the university policy at <http://www.towson.edu/studentaffairs/policies/>.

POLICY ON CELL PHONE AND LAPTOP USE

There are times when you will be allowed to use your phone and laptop for in-class work or for reference. Please do not take advantage of this. If necessary, phone use may be denied during class if it proves to be distracting to the student and others.

LIABILITY STATEMENT

In all assignments, students must comply with all laws and the legal rights of others (e.g. copyright, obscenity, privacy and defamation) and with all Towson University policies (e.g. academic dishonesty). Towson University is not liable or responsible for the content of any student assignments, regardless of where they are posted.

DISABILITY STATEMENT

This course is in compliance with Towson University policies for students with disabilities as described in <http://www.towson.edu/dss/>. Students with disabilities are encouraged to register with Disability Support Services (DSS), 7720 York Road, Suite 232, 410-704-2638 (Voice) or 410-704-4423 (TDD). Students who suspect that they have a disability but do not have documentation are encouraged to contact DSS for advice on how to obtain appropriate evaluation. A memo from DSS authorizing your accommodation is needed before any accommodation can be made.

Disability Support Services (DSS, x42638):

<http://www.towson.edu/dss/>

http://www.towson.edu/provost/academicresources/documents/faculty_handbook/ch_6_fh_062016.pdf
(Section XII).

The student is responsible for delivering the DSS memo to instructors each term and talking with them about arrangements for accommodations in each course based on the contents of the memo. Students are encouraged to do this as early as possible in the term. The process of requesting and receiving accommodations is interactive; all people involved—the student, the instructor and the DSS staff—have a shared responsibility to make sure the process works. DSS works collaboratively in this shared responsibility so instructors are not managing accommodations in isolation. The forms for the Testing Services Center can be found at: <http://www.towson.edu/dss/testing.html>. Faculty should email exams for students with disabilities over to the Testing Services Center at dsstesting@towson.edu at least 24 hours before the in-class exam.

DATE	IN-CLASS MATERIAL	EXERCISE	HOMEWORK
WEEK 1 FEBRUARY 1 Review Syllabus Intros	Intros Review syllabus in class Proofreading Marks (pg. 215 Lupton)	Rough Sketching	Bring a Magazine to the next class
WEEK 2 FEBRUARY 8 Design Principles Intro to Indesign	Design principles Intro to Design Programs InDesign Basics	Start Project 1: Case Study	Read pages 36-49 (Lupton) Finish Project 1
WEEK 3 FEBRUARY 15 Typography 101	Typography 101 Typography in Advertising InDesign demo for typesetting	Lettering Exercise Kerning Exercise Start Project 2: All-type Ad layout	Read Lupton pgs. 68-71 Finish Project 2
WEEK 4 FEBRUARY 22 Magazine Layout	Review successful multi-page article layouts InDesign demo	Class Critique: Project 2 Start Project 3: Magazine Spread layout	Finish Project 3
WEEK 5 MARCH 1 Logo Design & Branding, Part 1	Logo styles and trends Sketching & idea generation methods Illustrator demo	Start Project 4: Logo Design Create a company Research & concepting; moodboard, sketches/ideas, etc.	Refine 3+ sketches for review in next class
WEEK 6 MARCH 8 Logo Design & Branding, Part 2	Branding Color Theory Illustrator demo Creating Style Guides	Review logo sketches (Project 4) Build strongest logo in Illustrator (BW & color)	Finish Project 4: Logo Design

*This schedule may change with advance notice.

DATE	PRESENTATION	EXERCISE	HOMEWORK
WEEK 7 MARCH 15 Intro to Photoshop	Photoshop demo Creating Mockups	Review Final Logos (Project 4) Photoshop exercise Start Project 5: Photo & type ad layout, sketch concepts & review in class	Mockup Final logos from Project 4 in three scenes
WEEK 8 MARCH 22 	NO CLASS** SPRING BREAK	NO CLASS** SPRING BREAK	NO CLASS** SPRING BREAK
WEEK 9 MARCH 29 Photoshop, Part 2	Photoshop tricks & tips	Review Mockups Continue working on two concepts for Project 5	Finish two concepts for Project 5
WEEK 10 APRIL 5 Email Design & Social Media	Email Design 101 Great social campaigns Designing for Social Media	Review Project 5 In-class Exercise: Email design Start Project 6: Social Media asset creation	Finish Project 6
WEEK 11 APRIL 12 Intro to Responsive Web Design	Intro to RWD Intro to UX & wireframing	Start Project 7: Wireframing Sketching wireframes Creating wireframes digitally w/ wireframing kit	Finish Project 7: Wireframing Find Web Design inspiration (3 sites)
WEEK 12 APRIL 19 Responsive Web Design, Part 2	Web design discussion Safe design vs. pushing it	Review wireframe Start Project 8: Homepage Design	Finish Project 8: Homepage design

*This schedule may change with advance notice.

DATE	PRESENTATION	EXERCISE	HOMEWORK
WEEK 13 APRIL 26 Mobile Design Prototyping	Mobile design process; Sketches to digital flats Intro to InVision	Start Project 9: Mobile Design InVision workshop	Finish Project 9
WEEK 14 MAY 3 The Pitch	Discussion on presentation tools (PPT, ReadyMag, Google Slides etc.) Introduce Project 10	Project 10: The Pitch (in-class exercise)	Collect and prep project assets from this class for portfolio
WEEK 15 MAY 10 Portfolio Creation	Portfolio & Resume 101 Getting an Job/Internship	Start Final Project: The Portfolio	Finish Portfolio
WEEK 16 MAY 17 FINAL EXAM / Portfolio Review	Final / Portfolio Review	Portfolio Review	

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STUDENT EVALUATIONS

Towson University provides enrolled students with the opportunity to provide thoughtful and honest feedback on their courses, materials, instruction, environment, and other aspects of their class experience. Course evaluations can be accessed from computers and mobile devices with Internet access. Students receive an email about the course evaluation towards the end of each semester. All faculty need to encourage students to complete online course evaluations.

PLAGIARISM

The Department of Mass Communication and Communication Studies announce the following policy regarding plagiarism:

1. Any words or images quoted directly from a source must be footnoted and in quotation marks. Similarly, in oral presentations, attributions must be clear.
2. Any ideas or examples derived from a source that are not in the public domain or of general knowledge must be clearly attributed.
3. Any paraphrasing or rephrasing of the words and/or ideas of a source must be footnoted. In oral presentations, attributions must be clear.
4. All papers and presentations must be the student's own work. Papers or presentations authored by others even with their consent constitutes plagiarism unless such authorship is made to the instructor.

Any student found plagiarizing in any of the above ways will receive an automatic "F" for the assignment and may receive an "F" for the course. Documented evidence of the plagiarism will be kept in the Department office.

Last, any student discovered soliciting others to write a paper, speech, test, or other assignment for that student will receive an automatic "F" for the course.

There are ambiguities in concepts of plagiarism. Each instructor will be available for consultation regarding any confusion a student may have.

Most students are careful to avoid blatant plagiarism, the unacknowledged copying of exact words of the source. However, students must also be aware that the concept of plagiarism extends not only to wording but to patterns or sequences of ideas. If you paraphrase a section from a book without acknowledgement, using the same sequence or structure as the original author, then you are plagiarizing.

CHEATING

The Department of Mass Communication and Communication Studies has adopted the following policy regarding cheating:

ANY STUDENT CAUGHT CHEATING ON ANY QUIZ OR EXAM WILL RECEIVE A MINIMUM OF AN "F" ON THE QUIZ OR TEST AND A MAXIMUM OF AN "F" FOR THE COURSE.