

## **GENERAL INFORMATION**

Course number: MCOM 2382.1 and 2382.2

Course title: Design for PR and Advertising

Credit hours: 3

Semester/year: Autumn 2017

Classroom: MLHB 110

Class times: TT 11 a.m. - 12:20 p.m. (Section 1) AND 12:30 – 1:50 p.m. (Section 2)

Instructor: Dr. Ruth Massingill

Office: Evans 111

Office hours: TT: 10-11 a.m. and by appointment

Office phone: 936-294-1494

Email: rmassingill@shsu.edu

Student emails will be answered as quickly as possible. Emails received on weekends or after 5:00 p.m. on weekdays will be answered on the next business day.

## **DESCRIPTION & OBJECTIVES**

### **COURSE DESCRIPTION**

This course introduces students to the principles of design applicable to publications created using desktop publishing software and computer technology. Special attention is given to design principles, typography, layout and production techniques. (No prerequisite)

This class focuses on gaining professional-level skills and knowledge. You'll be exposed to good and bad design and will learn to recognize the difference. You'll discover how to use the essential building blocks of design — type, art and line —in new and creative ways. You'll learn clever ways to locate and use resources such as graphics and scanned art. You'll learn to think about audience and medium and how those affect the way you craft your message. And, of course, you'll also be learning to use new technical tools to create those effective messages.

In the end, you'll have a more critical eye for design and production techniques. You'll be able to "talk the talk of desktop publishing," and you'll know how to design and create attractive publications. In short, you'll have valuable skills that you can use in social or professional settings, from creating a newsletter for an organization to snagging an internship or job.

Making this journey has lots of "ah ha" moments as you forge links between theory and practical application. This class will follow a step-by-step process that gives you usable amounts of information in "byte-size" pieces; each assignment builds on what you have already learned. Teaching methods combine presentation, examples and discussion with considerable hands-on production and personal feedback. It's going to be fun!

### **OBJECTIVES**

The principal goal for this class is

**1) To develop specific skills, competencies and points of view needed by professionals** who use computer hardware and software in the hands-on production of publications. These skills include:

- expertise in the use of the leading professional layout program, InDesign, from basic page setup through use of specialized techniques such as type manipulation and graphic effects
- ways to find, adapt and create art even if you are NOT an artist
- understanding graphic formats and conventions that give publications a quality look
- writing and editing copy to enhance your message

To develop the skills listed above, it is important that you:

A) **Gain factual knowledge** that provides a context for desktop publishing (DTP), including:

- the history of publishing and how computers fit into that history
- DTP terms and jargon
- trends and projections for jobs that require DTP skills

B) **Develop creative capacities** based on

- skillfully integrating typefaces and illustrations
- designing functional and inviting layouts
- creatively using white space and design principles
- writing to persuade and inform

## **TEXT & MATERIALS REQUIRED**

### **TEXTS**

- Massingill, Ruth (2017) *Functional Design—A Multimedia Handbook for Public Relations and Advertising*. Sentia Publishing, Austin, Texas (eTextbook available at [sentiapublishing.com](http://sentiapublishing.com)) (required)
- InDesign reference manual (optional)

### **OTHER MATERIALS**

- A PC-compatible back-up storage device (be sure flash drives are USB mass storage compliant).
- An SHSU email account (so you can be contacted by the instructor and members of your group)

### **EQUIPMENT**

PC computers and DTP software will be provided in this lab for all assignments given. You may use other computers, but software may not be compatible. Please do NOT use substitute software! You can store your work on both the server in the lab and the university server, but you may also wish to purchase a portable storage device for your work.

## **COURSE REQUIREMENTS**

### **EXAMS/ASSIGNMENTS**

You will be quizzed over reading material assigned as well as classroom discussion. No make-up quizzes are given. For a university-sanctioned absence, you may take a quiz early by prior arrangement.

**Class participation** - Max points: 50 (10%)

Class participation includes being actively present during classroom meetings and in-class

exercises. Participation also includes postings in the Discussion Board as assigned. Excessive absences negatively affect participation points (see below). It is possible to have a negative participation point number for this class.

### **8 Computer exercises** - Max points: 300 (60%)

You will complete exercises dealing with topics and skills presented by the instructor. At least part of these exercises will be completed during class time, although additional lab time is usually necessary. You may turn in two exercises up to ONE class session late with a late ticket. Other late work will not be accepted, even for reduced credit. You have the option of re-doing ONE exercise for re-grading if it is submitted (with the original exercise) no more than two weeks after it was graded and returned.

### **5 Quizzes** @ 20 pts each - Max points: 100 (20%)

Quizzes will be announced in advance and will be taken online. Students will NOT be allowed to make up a quiz except in cases of computer/electricity failure or with approval from the instructor prior to quiz date.

### **Group portfolio/final** - Max points: 50 (10%)

You will be assigned to a group that will research design portfolios and compile a group file over the course of the semester for your own design firm, using versions of work done in class. The portfolios will be presented as the final exam.

**Extra credit**-There will be at least one opportunity to earn extra credit.

## **FORMAT FOR ASSIGNMENTS**

Some assignments will require thumbnail sketches, which should be hand-drawn. Unless otherwise instructed, all InDesign assignments should be turned in as hard copies with the corresponding assignment sheet (be sure to make all required notations on the assignment sheet) AND the InDesign assignment should also be placed in the electronic dropbox for that assignment. See individual assignments for detailed instructions. Email assignments will NOT be accepted without prior agreement.

## **GRADING**

Your course grade will be based on a 500-point scale, which will include class participation, online forums, computer exercises and projects, quizzes and a final quiz and presentation.

Ultimately, letter grades must be assigned to evaluations of course work. Under the definitions established by Sam Houston State University, students who receive the following letter grades are considered to have reached the level of attainment defining that letter. Thus, letter grades received for journalism courses may be interpreted this way:

- A= Excellent
- B= Well above average
- C= Average
- D= Barely passing
- F= Failure

Grading throughout the semester; however, is conducted on a point scale. The combined value of all assignments is 500 points. Points are added or subtracted from that according to standards described in this syllabus. In this class you will accumulate points toward a final grade. There will be no percentage weighting of assignments. The grade in the course will be determined using the following scale:

500 - 450 pts = A  
 449 - 400 pts = B  
 399 - 350 pts = C  
 349 - 300 pts = D  
 less than 300 = F

All grades will be posted on the Blackboard Class page and may be accessed by the student at any point during the semester. A final class grade will not be released over the phone or via email. However, students may determine their final class grades by comparing the totals to the scale above. Blackboard may give you a grade percentage that pertains only to those assignments that have been submitted. Please ignore that percentage and follow the grade scale above.

Students who cannot complete the course requirements due to illness or another unforeseen issue may apply for an X in the course. To apply for the incomplete, the student must submit in writing to the instructor a documented explanation. The request will be submitted to the college dean for a final decision.

## **ATTENDANCE**

A commitment of your time to this course is essential. You are responsible for any assignment posted in Blackboard or announced during class in your **presence or absence**. Save your late approvals for when you are ill or have an emergency. Otherwise, NO late work will be accepted and you will lose the points allotted for that assignment. It will not be possible to make up missed class sessions. Follow professional procedures as you would for a job. Punctuality is essential; class attendance is expected and will be recorded. Arriving more than five minutes late or leaving early will count as an absence. A student will not be penalized for up to three (3) absences.

The Department of Mass Communication has adopted the policy that every absence over the allotted 3 will result in the loss of one letter grade. For example, if your class grade is a B and you have 5 absences, your final course grade will be a D. Attendance will only be taken once during the class. If you are late and roll has been taken, you are absent unless you provide a written note to the instructor verifying that you were in class. Deadlines must be met for all online assignments--late postings will not be graded.

Students attending SHSU co-curricular activities will not be penalized for absences. Appropriate documentation must be presented to the instructor prior to the absence.

## **TIME REQUIREMENTS**

This class meets for three hours each week. You will also be assigned out-of-class readings, and you probably will need to work on your projects during scheduled open lab times. You should expect to allow at least two out-of-class hours of preparation for every hour you spend in class.

## **RESOURCES**

## SAM HOUSTON WRITING CENTER

The Sam Houston Writing Center, located in Farrington 111, is open from 8 a.m. until 7 p.m. Monday through Thursday, 8 a.m. until 3 p.m. on Friday, and 2 - 7 p.m. on Sunday. Writing tutors will work with you at any stage of the writing process (brainstorming, generating a draft, organizing a draft, or revising a draft) for any written assignment. The Writing Center operates on an appointment system, so please call (936) 294-3680 to schedule a session with a writing tutor. Skype sessions are available for distance students, and a tutor is available at the University Center. See website for more information: [www.shsu.edu/wctr](http://www.shsu.edu/wctr).

## POLICIES

### ACADEMIC HONESTY: ORIGINAL WORK & PLAGIARISM

Ethics are the cornerstone of responsible communication. Honesty is expected—and demanded—of all students. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Violations of professional ethical standards can lead to an automatic "F" in the course.

All work in this class must be original work. No work that a student has already published or is in the process of publishing is considered original work. No work a student has used to meet requirements in a previous class is considered original work.

Plagiarized assignments will not be accepted. For the sake of clarity, plagiarism is defined below:

Plagiarism occurs when one person claims credit for another person's work. It is a form of intellectual dishonesty that is treated with great severity by professionals and by the university. Students are encouraged to review the university's policy on plagiarism. Students should be certain they understand the meaning of plagiarism: a paper using quoted material without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes. Conclusions that are not the student's, information that is not common knowledge, and specific facts must be attributed: tell who said it and attribute it, even if the information is not a direct quote. Dates are important, especially as on-line information is becoming more common.

### RULES OF CONDUCT

On classroom days, students are expected to be present, to have completed the readings and to contribute during class discussion. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking with each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with University policy.

In addition, overall points for the semester can be affected by the following:

- Beepers, iPods, BlueTooth headsets, cell phones and other electronic communication devices may NOT be used **or displayed** during class. Anyone using any of these devices will be asked to leave the class.
- Students may not read other material/newspapers/magazines and/or work on material for other

classes during this class. Surfing the Internet, reading email or conducting other cyberspace business not related to the class is not allowed during class time and will result in being asked to leave class.

- All students are expected to be attentive during presentations by class members or the instructor. Failure to render this common courtesy will result in being asked to leave the class. ***Anyone using a computer or cell phone when the instructor or another student is presenting will lose 10 participation points.***

## **OTHER ADMINISTRATIVE MATTERS**

### **Students with Disabilities Policy**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

If you have a disability that may affect your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center.

### **Student Absences on Religious Holy Days Policy**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy #861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made two weeks in advance of when the absence(s) will occur.

The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examination are to be completed.

## **CLASS EVALUATION**

You will be asked to complete an evaluation of this class and the instruction toward the end of the semester using the IDEA system. These evaluations are taken very seriously by SHSU administrators and faculty, so please take time to provide your thoughtful feedback.