

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

ENTERED
NOV 09 2011
RECORDS

Title of Proposal – Must begin with Department Abbreviation:

COMM 4350 Publication Design 2 (new course)

Check One: Full Proposal or Information Item

Effective Date for Curricular Offering: Fall 2012

FROM: Betsy B. Alderman, Communication Department, 5278, Betsy-Alderman@utc.edu
(proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? No
Please include an explanation if yes.

Faculty of the originating department approved this proposal on Oct. 5, 2011 (date),
by a vote of 7 aye votes; 0 nay votes; 0 abstentions; 7 eligible voting members absent.

The following have examined this proposal:

Dept Head/Director: Betsy Alderman 10-5-11
Printed name Signature, date Approve Neutral Disapprove*

College Curriculum Committee Date: DNA Vote: DNA Signature of Chair:

Spokespersons for Affected Departments:

Printed Name, Department Signature, Date Approve Neutral Disapprove*
Charlene Simmons, Com
MATH GREENWELL 11-8-11

Dean/Director:

University Registrar: Linda Orth
Printed name Signature, date Comments

Provost/Representative: J. Sanders 11/16/11
Printed name Signature, date Approve Neutral Disapprove*

Lab/studio fee requested: joins other comm. skills/lab classes already with a fee

Provost: Phil Oldham 11/16/11
Printed name Signature, date Approve Disapprove*

*Those who disapprove may attach an explanation

Table with columns for ACTIONS on this proposal, Curriculum Committee, and Faculty Senate. Rows include Date the proposal was considered, Vote of the body, Accepted as information item, Approved as submitted, Approved with amendments, and Signature of Chair.

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

Title of Proposal – Must begin with Department Abbreviation:

COMM 3350 Publication Design 1 (Reuse title)

Check One: Full Proposal or Information Item

Effective Date for Curricular Offering: Fall 2012

FROM: Betsy B. Alderman, Communication Department, 5278, Betsy-Alderman@utc.edu
 (proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? No
 Please include an explanation if yes.

Faculty of the originating department approved this proposal on Oct. 5, 2011 (date),
 by a vote of 7 aye votes; 0 nay votes; 0 abstentions; 7 eligible voting members absent.

The following have examined this proposal:

Dept Head/Director: Betsy Alderman [Signature] 10-5-11 X Approve Neutral Disapprove*
 Printed name Signature, date

College Curriculum Committee Date: DNA Vote: DNA Signature of Chair: _____

Spokespersons for Affected Departments:

Printed Name, Department	Signature, Date	Approve	Neutral	Disapprove*
<u>Charlene Simmons, Comm</u>	<u>[Signature]</u>			
<u>MATT GREENWELL</u>	<u>[Signature]</u> <u>11-8-11</u>	<u>✓</u>		

Dean/Director: _____

University Registrar: Linda Orth [Signature] _____
 Printed name Signature, date Comments

Provost/Representative: J Sanders [Signature] 11/16/11 ✓ Approve Neutral Disapprove*
 Printed name Signature, date

Lab/studio fee requested:
 Provost: Phil Oldham [Signature] 11/16/11 ✓ Approve Disapprove*
 Printed name Signature, date

*Those who disapprove may attach an explanation

ACTIONS on this proposal:	Curriculum Committee	Faculty Senate
Date the proposal was considered	_____	_____
Vote of the body:	_____	_____
Accepted as information item (indicate date)	_____	_____
Approved as submitted (indicate date)	_____	_____
Approved with amendments (amendments indicated and transmitted to all signatories above, date):	_____	_____
Signature of Chair:	_____	_____

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

Title of Proposal – Must begin with Department Abbreviation:

COMM 3370 Web Design (Course Description Change)

Check One: Full Proposal or Information Item

Effective Date for Curricular Offering: Fall 2012

FROM: Betsy B. Alderman, Communication Department, 5278, Betsy-Alderman@utc.edu
 (proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? No
 Please include an explanation if yes.

Faculty of the originating department approved this proposal on Nov. 2, 2011 (date),
 by a vote of 7 aye votes; 0 nay votes; 0 abstentions; 7 eligible voting members absent.

The following have examined this proposal:

Dept Head/Director: Betsy Alderman [Signature] 11-2-11 X
 Printed name Signature, date Approve Neutral Disapprove*

College Curriculum Committee Date: DNA Vote: DNA Signature of Chair:

Spokespersons for Affected Departments:

Printed Name, Department	Signature, Date	Approve	Neutral	Disapprove*
<u>Charlene Simons, Comm</u>	<u>[Signature]</u>	<u> </u>	<u> </u>	<u> </u>
<u>MATT GREENWELL</u>	<u>[Signature]</u> <u>11-8-11</u>	<u>✓</u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

Dean/Director:

University Registrar: Linda Orth [Signature]
 Printed name Signature, date Comments

Provost/Representative: J Sanders [Signature] 11/16/11 ✓
 Printed name Signature, date Approve Neutral Disapprove*

Lab/studio fee requested:

Provost: Phil Oldham [Signature] 11/14/11 ✓
 Printed name Signature, date Approve Disapprove*

*Those who disapprove may attach an explanation

ACTIONS on this proposal:	Curriculum Committee	Faculty Senate
Date the proposal was considered	<u> </u>	<u> </u>
Vote of the body:	<u> </u>	<u> </u>
Accepted as information item (indicate date)	<u> </u>	<u> </u>
Approved as submitted (indicate date)	<u> </u>	<u> </u>
Approved with amendments (amendments indicated and transmitted to all signatories above, date):	<u> </u>	<u> </u>
Signature of Chair:	<u> </u>	<u> </u>

12-034C-06

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

Title of Proposal – Must begin with Department Abbreviation:

COMM 4610 Newspaper and Newsletter Editing and Design (Deactivate)

Check One: Full Proposal or Information Item

Effective Date for Curricular Offering: Fall 2012

FROM: Betsy B. Alderman, Communication Department, 5278, Betsy-Alderman@utc.edu

(proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? No

Please include an explanation if yes.

Faculty of the originating department approved this proposal on Oct. 5, 2011 (date),
by a vote of 7 aye votes; 0 nay votes; 0 abstentions; 7 eligible voting members absent.

The following have examined this proposal:

Dept Head/Director: Betsy Alderman [Signature] 10-5-11 Approve Neutral Disapprove*

College Curriculum Committee Date: DNA Vote: DNA Signature of Chair: _____

Spokespersons for Affected Departments:

Printed Name, Department	Signature, Date	Approve	Neutral	Disapprove*
<u>Charlene Simmons, Com</u>	_____	_____	_____	_____
<u>MATT GREENWEL</u>	<u>[Signature]</u> <u>11-8-11</u>	<input checked="" type="checkbox"/>	_____	_____
_____	_____	_____	_____	_____

Dean/Director: _____

University Registrar: Linda Orth [Signature] _____
Printed name Signature, date Comments

Provost/Representative: J. Sanders [Signature] 11/16/11 Approve Neutral Disapprove*
Printed name Signature, date

Lab/studio fee requested:

Provost: Phil Oldham [Signature] 11/14/11 Approve Disapprove*
Printed name Signature, date

*Those who disapprove may attach an explanation

ACTIONS on this proposal:	Curriculum Committee	Faculty Senate
Date the proposal was considered	_____	_____
Vote of the body:	_____	_____
Accepted as information item (indicate date)	_____	_____
Approved as submitted (indicate date)	_____	_____
Approved with amendments (amendments indicated and transmitted to all signatories above, date):	_____	_____
Signature of Chair:	_____	_____

12-0340-06

COMM Design Curriculum Changes

To response to recent changes in the fields of print and Web design, the Department of Communication proposes several changes to design related COMM courses:

- COMM 3350 Publication Design: adding an "I" to the title of the course to signify that the course is now part of two-course sequence in publication design.
- COMM 3370 Web Design: changing the course description for COMM 3370, changing the frequency the course is offered (from every semester to on demand), and adding COMM 3350 Publication Design I as the prerequisite for the course.
- new course* ▪ COMM 4350 Publication Design II: adding a second publication design class, COMM 4350 Publication Design II, to its elective offerings. This course is designed to build on the principles of print and digital design learned in COMM 3350 Publication Design I.
- COMM 4610 Newspaper and Newsletter Editing and Design: removing the course from the catalog.

COMM 3350 – Publication Design I

DESCRIPTION OF CHANGE

The COMM department proposes adding an “I” to the title of the course to signify that the course is now part of two-course sequence in publication design.

RATIONALE FOR CHANGE

The COMM department plans to add a new publication design class, COMM 4350 Publication Design II, to the curriculum. To distinguish the two courses, we propose adding an “I” to the course so students understand that they need to take COMM 3350 (Publication Design I) before taking COMM 4350 (Publication Design II).

CATALOG DESCRIPTION

Old Catalog Description

COMM 3350 - Publication Design
(3) Credit Hours

Introduction to publication design, with special attention to design principles and techniques of publication layout. Every semester. Laboratory 4 hours. Prerequisite: COMM 2300 or department head approval. Communication fee applies.

Proposed New Catalog Description

COMM 3350 - Publication Design I
(3) Credit Hours

Introduction to publication design, with special attention to design principles and techniques of publication layout. Every semester. Laboratory 4 hours. Prerequisite: COMM 2300 or department head approval. Communication fee applies.

(change in bold)

ECONOMIC & PEDAGOGICAL CONSEQUENCES

COMM 3350 is already taught by the department on a regular basis. The faculty that teach the current COMM 3350 will continue to teach the “new” COMM 3350.

IMPACT ON OTHER DEPARTMENTS

COMM 3350 is an elective course taken by COMM majors and minors. Because COMM 2300 is a pre-requisite, the course is rarely taken by students from other majors. As such, the change should have no impact on other departments.

COMM 3370 – Web Design

DESCRIPTION OF CHANGE

The COMM department proposes changing the course description for COMM 3370, changing the frequency the course is offered (from every semester to on demand), and adding COMM 3350 Publication Design I as the prerequisite for the course.

RATIONALE FOR CHANGE

As part of a larger redesign of publication design course offerings, the Department of Communication purposes changes to the course description of Web Design.

Previously, COMM 3370 was the only course in the COMM Department that addressed issues related to Web design. In the past year, digital design, including Web design, has been incorporated into COMM 3350 Publication Design I and in a newly proposed course entitled COMM 4350 Publication Design II. These changes were made to reflect changes in the industry, where publication designers need to prepare materials for print and digital formats.

Because parts of introductory Web design are now covered in COMM 3350 Publication Design, the Communication Department proposes changing the existing COMM 3370 Web Design class into a course that covers special topics in Web Design, as needed.

The COMM Department also proposes changing the course offering from “every semester” to “on demand” because students now take COMM 3350 Publication Design to learn basic Web Design skills.

Finally, to ensure that students enrolled in COMM 3370 Web Design enter the course with a basic understanding of design principles and with basic Web Design experience, the Department of Communication would like to add COMM 3350 Publication Design as a prerequisite for COMM 3370 Web Design. In addition, because COMM 2300 Media Writing I is already a prerequisite for COMM 3350, there is no need to include COMM 2300 Media Writing as a prerequisite for COMM 3370 Web Design.

CATALOG DESCRIPTION

Old Catalog Description

COMM 3370 - Web Design

(3) Credit Hours

A broad introduction to Web design with a focus on effectively presenting images, video, audio, and written material on the Web. Every semester. Laboratory 4 hours. Prerequisite: COMM 2300 or department head approval. Communication fee applies.

Proposed New Catalog Description

COMM 3370 - Web Design
(3) Credit Hours

Special topics in Web Design with a focus on effectively presenting images, video, audio and written material on the Web. **On Demand** . Laboratory 4 hours. Prerequisite: **COMM 3350** or department head approval. Communication fee applies.

(changes in bold)

COURSE PEDAGOGICAL OBJECTIVES

This course is designed to build on the principles of print and Web design learned in Publication Design I. During the course of the semester we will:

- Develop strategies for effectively presenting images, audio, and video and written material on the Web
- Learn to apply tools and technologies appropriate to Web design
- Think critically and creatively about designing Web pages for diverse audiences
- Learn about legal and ethical issues facing Web designers

ECONOMIC & PEDAGOGICAL CONSEQUENCES

Economic Impact – Reducing how often COMM 3370 is offered, from every semester to on demand, will allow faculty to focus on COMM 3350 Publication Design 1. Recent increases in student enrollment in COMM 3350 Publication Design I more than match prior enrollment in COMM 3370 Web Design.

Pedagogical Impact – The changes in COMM design courses are designed to better prepare students for the work force. By converting COMM 3370 Web Design into a special topics course with a pre-requisite of COMM 3350 Publication Design I, the COMM department will be able to offer a more in-depth study in Web design that will better prepare students for specialized careers in Web Design.

IMPACT ON OTHER DEPARTMENTS

COMM 3370 is an elective course taken by COMM majors and minors. Because COMM 3500 is a pre-requisite, the course is rarely, if ever, taken by students from other majors. As such, the change should have no impact on other departments.

MODEL SYLLABUS

See attached document.

Web Design

COMM 3370 (CRN #####) (3 credits)
Spring 2***

Class Meetings: (Frist 205)
M, W 1:00p – 2:50p

UTC Online Website:
<http://utconline.utc.edu/>

Dr. Charlene Simmons
Charlene-Simmons@utc.edu
312 Frist Hall
423/425-5208

Office Hours:
Mon: 3p – 4p
Wed: 3p – 4p
Fri: 10a – 11a
or other times by appointment

Catalog Description

Special topics in Web Design with a focus on effectively presenting images, video, audio, and written material on the Web. On Demand . Laboratory 4 hours. Prerequisite: COMM 3350 or department head approval. Communication fee applies.

Course Objective

This course is designed to build on the principles of print and Web design learned in Publication Design I. During the course of the semester we will:

- Develop strategies for effectively presenting images, audio, and video and written material on the Web
- Learn to apply tools and technologies appropriate to Web design
- Think critically and creatively about designing Web pages for diverse audiences
- Learn about legal and ethical issues facing Web designers

Course Materials

The main text for this course is *Web Style Guide (3rd Edition)* by Patrick Lynch and Sarah Horton (ISBN: 978-0-300-13737-8). Additional resources will be posted on the course's Web site.

Course Requirements

To demonstrate an understanding of the material covered in this course, you are required to complete the following graded activities:

- Reading Quizzes (6 quizzes worth 10 points each, for a total of 60 points)
- Lab assignments (worth 5 points each, for a total of 45 points)
- Web Site & App Critiques (worth 25 points)
- HTML Assignment (worth 25 points)
- Web Writing Assignment (worth 25 points)
- Privacy Policy Assignment (worth 25 points)
- Web App Project (worth 100 points)
- Final Web Site Project (worth 100 points)

Assignments are due at the end of class unless otherwise noted. Assignments that are turned in late will be penalized one letter grade (i.e. ten percent of the available points) for each day late. **Reading quizzes cannot be made up.**

Determining Your Grade

Your overall grade will be based on the grades you earn on each of the course requirements. The grading scale for this class is as follows:

Letter Grade	Numerical Grade
A	365 – 405 pts (90 – 100%)
B	324 – 364 pts (80 – 89%)
C	283 – 323 pts (70 – 79%)
D	243 – 282 pts (60 – 69%)
F	0 – 242 pts (59 – 0%)

Class Participation

This course relies heavily on knowledge gained in the classroom. It is important for us all to attend each class meeting. As such, **5 points will be deducted** from your final grade for each unexcused absence from class.

Please be respectful of everyone in the class and arrive on time, late arrivals tend to distract our attention from the learning process. Also, **please turn off cell phones while in class**.

If you are unable to attend a session because of illness or extenuating circumstances please notify me **prior** to the class and make alternative arrangements for getting notes from a fellow class mate. Also, be sure to stop by during my office hours if you have any questions about material covered while you were absent.

Academic Integrity

Your enrollment in this course comes with the expectation that you will conform to UTC's honor system. To learn more about the honor system and honor code see the 'Academics' section of the UTC Student Handbook.

The honor code, as applied to this course, requires that all work must be the original creation of the student and must be created specifically for this class. The use of our textbook is allowed during the online reading quizzes, but discussing the questions or answers with other students is not allowed.

Special Assistance

If you have a disability (physical, learning, psychiatric, vision, hearing, etc) that may require assistance, please speak with me as soon as possible. In addition, be sure to contact Michelle Rigler in the Office for Students with Disabilities (Phone: 425-4006 / Office: 110 Frist Hall).

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or stop by the office in room 338 of the University Center.

Class Schedule

Please read the assigned chapter before the first class in which the topic will be discussed.

Week Beginning	Monday	Wednesday
1/4		Intro & Internet Basics
1/11	Web Design Basics Chapters 1, 2 & 3	Interface Design Chapters 4, 6 & 7
1/18	Holiday	Lab – HTML 1 Chapter 5
1/25	Lab – HTML 2	Lab – HTML 3
2/1	Images, Copyright & Ethics Chapter 11	Lab – Dreamweaver 1
2/8	Designing with CSS	Lab – Dreamweaver 2
2/15	Designing Web Apps	Lab – Dreamweaver 3
2/22	Writing for the Web Chapter 9	Lab – Web App 1
3/1	Multimedia Content Chapter 12	Lab – Web App 2
3/8	Spring Break	Spring Break
3/15	Internet Privacy	Lab – Web App 3
3/22	Online Advertising	Work Day
3/29	Student Web Site Critiques	Work Day
4/5	Student Web App Critiques	Work Day
4/12	Work Day	Work Day
4/19	Last Day – Student Showcase	

Values and Competencies For Communication Majors

The University of Tennessee at Chattanooga Communication Department faculty sets the goal of developing within each student these core values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication [competencies in bold are addressed in this course]:

1. Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. **Understand concepts and apply theories in the use and presentation of images and information.**
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. **Think critically, creatively and independently.**
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
10. **Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.**
11. Apply basic numerical and statistical concepts.
12. **Apply tools and technologies appropriate for the communications professions in which they work.**

COMM 4350 – Publication Design II

DESCRIPTION OF CHANGE

The Department of Communication purposes adding a second publication design class, COMM 4350 Publication Design II, to its elective offerings. This course is designed to build on the principles of print and digital design learned in COMM 3350 Publication Design I.

RATIONALE FOR CHANGE

The department believes the course is needed to address recent changes in publication design and increased student interest in publication design.

Over the last 15 years, as digital media has become more prevalent, publication design has expanded beyond print media to include digital formats such as the Web. The Communication Department first dealt with the introduction of the Web by offering COMM 3370 Web Design, a course focused solely on Web design. Yet today's employers are not looking for designers who work only in one format, they are looking for publication designers that can work in print and digital formats. At the same time digital formats have expanded beyond the Web to include publications designed for mobile devices such as smart phones and tablets.

To address these changes in the industry, the Department of Communication proposes adding a second course in publication design that provides students an with opportunity to explore print and digital publication design trends in more depth. The course will build on the fundamentals of publication design currently taught in COMM 3350 Publication Design I.

The Department of Communication also believes a second course in publication design is needed to address increased student interest in design. In response to student requests, additional sections of COMM 3350 Publication Design I were added in Fall 2010, doubling the numbers of seats available in the course. The course regularly meets its registration limit, with between 48 and 64 students taking the course each year. Many of these students have expressed an interest in taking an additional course in publication design.

In Spring 2011, a special topics course, COMM 4000 Publication Design II, was offered. The course quickly met its registration limit of 16. The department believes that by offering COMM 4350 Publication Design II once a year, the course will fill with students who have taken COMM 3350 Publication Design I at some point during the prior year.

CATALOG DESCRIPTION

Old Catalog Description

Not applicable

Proposed New Catalog Description

COMM 4350 - Publication Design II
(3) Credit Hours

Advanced study in publication design, with special attention to techniques of publication production. Spring Semester. Laboratory 4 hours. Prerequisite: COMM 3350 or department head approval. Communication fee applies.

COURSE PEDAGOGICAL OBJECTIVES

This course is designed to build on the principles of print and digital design learned in Publication Design I. During the course of the semester we will:

- gain an advanced understanding of the principles and techniques of layout and design for print and digital publications
- learn to apply tools and technologies appropriate to digital design
- develop strategies for effectively presenting images and written material in multiple print and digital formats
- think critically and creatively about designing publications for diverse audiences

ECONOMIC & PEDAGOGICAL CONSEQUENCES

Economic Impact – The addition of COMM 4350 will require the assignment of one-quarter of one full-time faculty member's teaching load once a year. The Department of Communication can cover this assignment with current faculty members who teach COMM 3350.

Pedagogical Impact – The addition of a second publication design course will enhance the design skills of COMM majors interested in working in publication design and/or public relations. These enhanced skills will better prepare graduates for the work force.

IMPACT ON OTHER DEPARTMENTS

Given the course's pre-requisites (COMM 33500, and in turn COMM 2300), COMM 4350 Publication Design II will be taken by COMM majors and minors only. As such, it is believed the course will have no impact on other departments. In addition while the art department offers graphic design courses that cover some of the same topics, the art courses are restricted to ART majors and are not taken by COMM majors. As such, the addition of a second COMM publication design course should have no impact on enrollment in ART courses.

MODEL SYLLABUS

See attached document.

COMM 4350: Publication Design II

COMM 4350 (CRN#) (3 credit hours)
Spring 2012

Dr. Charlene Simmons
Charlene-Simmons@utc.edu
312 Frist Hall

Class Meetings:
M & W 3 p.m. – 4:50 p.m. (Frist 305)

UTC Online Website:
<http://utconline.utc.edu/>

Office Hours:
Mon: 12 p.m – 1 p.m.
Wed: 2 p.m. – 3 p.m.
Fri: 8 a.m. – 9 a.m.
or by appointment

Catalog Description

Advanced study in publication design, with special attention to techniques of publication production. Spring Semester. Laboratory 4 hours. Prerequisite: COMM 3350 or department head approval. Communication fee applies.

Course Objective

This course is designed to build on the principles of print and Web design learned in Publication Design I. During the course of the semester we will:

- gain an advanced understanding of the principles and techniques of layout and design for print and Web publications
- learn to apply tools and technologies appropriate to Web design
- develop strategies for effectively presenting images and written material in multiple print and digital formats
- think critically and creatively about designing publications for diverse audiences

Course Materials

Readings & resources will be posted on the course's Web site on UTC Online/Blackboard.

Every class period you are required to bring a portable device able to store computer files, such as a USB flash drive or iPod. You will also need your MOCS card to obtain print-outs of your design work.

Course Requirements

To demonstrate an understanding of the material covered in this course, you are required to complete the following activities:

- 5 lab assignments (worth 10 points each, for a total of 50 points)
- a typography art project (worth 50 points)
- a promotional package project, including a poster, event program, Web banner, table tent, and name tag (worth a total of 250 points)
- a digital advertisement (worth 75 points)
- a newsletter project, including print and Web versions of a newsletter (worth a total of 250 points)
- ungraded homework assignments (students will not receive a grade for these homework assignments, but failure to turn in a homework assignment will result in 5 points being deducted from your final point total).

Homework assignments and design projects are due at the beginning of class. Late homework assignments will not be accepted. Design projects that are turned in late will be penalized one letter grade (i.e. 10 percent of the available points) for each day late.

Determining Your Grade

Your overall grade will be based on the grades you earn on each of the course requirements. The grading scale for this class is as follows:

Letter Grade	Numerical Grade
A	607 – 675 pts (90 – 100%)
B	540 – 606 pts (80 – 89%)
C	472 – 539 pts (70 – 79%)
D	405 – 471 pts (60 – 69%)
F	0 – 404 pts (59 – 0%)

Class Participation

This course relies heavily on knowledge gained in the classroom. It is important for us all to **attend each class meeting including Friday labs**. As such, **5 points will be deducted** from your final point total for each unexcused absence.

Please be respectful of everyone in the class and arrive on time, late arrivals tend to distract our attention from the learning process. Also, **please turn off cell phones while in class**.

If you are unable to attend a session because of illness or extenuating circumstances please notify Professor Simmons or Professor Cowart **prior** to the class and make alternative arrangements for getting notes from a fellow class mate. Also, be sure to stop by during office hours if you have any questions about material covered while you were absent.

Academic Integrity

Your enrollment in this course comes with the expectation that you will conform to UTC's honor system. To learn more about the honor system and honor code see the "Academics" section of the UTC Student Handbook.

The honor code, as applied to this course, requires that all work must be the original creation of the student and must be created specifically for this class. The use of our textbook is allowed during the online reading quizzes, but discussing the questions or answers with other students is not allowed.

Special Assistance

If you are a student with a disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) and think that you might need special assistance or a special accommodation in this class or any other class, call the Office for Students with Disabilities at 425-4006, come by the office - 102 Frist Hall or see <http://www.utc.edu/OSD/>

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or <http://www.utc.edu/Administration/CounselingAndCareerPlanning/>.

Class Schedule

Week of	Monday	Wednesday
1/9	Typography as Art	Typography as Art
1/16	Holiday	Promotional Packages Typography Project Due
1/23	Brainstorm & Thumbnail Posters Lab: Web Design I	Brainstorm & Thumbnail Web Banners Work Day: Poster & Web Banner
1/30	Poster Critique Poster Draft Due Lab: Web Design II	Web Banner Critique Banner Draft Due Work Day: Revisions
2/6	Event Programs	Program Thumbnails Work Day: Program Poster & Web Banner Due
2/13	Program Critique Draft Program Due Work Day: Revise Program	Brainstorm Table Tents & Nametags Work Day: Revise Program
2/20	Advertising Program Due	Work Day: Table Tents & Name Tags
2/27	Brainstorm Digital Ad Work Day: Digital Ad Table Tents & Name Tags Due	Web Design & Online Newsletters
3/5	Critique Digital Ad Draft Ad Due	Lab: Web Design III Work Day: Ad Revision
3/12	Spring Break	Spring Break
3/19	Online Newsletters Library Digital Ad Due	Print Newsletters
3/26	Newsletters – Print vs. Web Lab: Web Design IV	Lab: Newsletter Work Day
4/2	Newsletter Project Brainstorming	Lab: Newsletter Work Day
4/9	Lab: Newsletter Work Day	Lab: Newsletter Work Day
4/16	Newsletter Critique Draft Print Newsletter Due	Newsletter Critique Draft Web Newsletter Due
4/23		Wednesday April 25, 12pm Newsletter Project Due

Values and Competencies For Communication Majors

The University of Tennessee at Chattanooga Communication Department faculty sets the goal of developing within each student these core values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication [competencies in bold are addressed in this course]:

13. Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
14. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
15. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
16. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- 17. Understand concepts and apply theories in the use and presentation of images and information.**
18. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- 19. Think critically, creatively and independently.**
20. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
21. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- 22. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.**
23. Apply basic numerical and statistical concepts.
- 24. Apply tools and technologies appropriate for the communications professions in which they work.**

COMM 4610 – Newspaper and Newsletter Editing and Design

DESCRIPTION OF CHANGE

The COMM department proposes removing the course from the catalog.

RATIONALE FOR CHANGE

COMM 4610 Newspaper and Newsletter Editing and Design has not been offered by the Department of Communication in more than 15 years. Content previously taught in this course is now covered by other courses including COMM 3350 Publication Design I, COMM 3660 Creative Editing, and the proposed COMM 4350 Publication Design II.

CATALOG DESCRIPTION

Old Catalog Description

COMM 4610 – Newspaper and Newsletter Editing and Design
(3) Credit Hours

Principles and practices of editing and evaluating news copy, writing headlines and captions, newspaper and newsletter layout and design practices, electronic editing, and newspaper and newsletter production processes. Every fourth semester. Laboratory 4 hours. Prerequisite: COMM 2310 or department head approval. Communication fee applies.

Proposed New Catalog Description

[Remove from catalog]

ECONOMIC & PEDAGOGICAL CONSEQUENCES

The course has not been offered in more than 15 years. Removing the course from the catalog will have not economic or pedagogical consequences on the Department of Communication or its students.

IMPACT ON OTHER DEPARTMENTS

The course has not been offered in more than 15 years. Removing the course from the catalog will have not have an impact on other departments.