

# Publication Editing and Design

**COMM 335**

Spring 2009

**Class Meetings:** (Frist 205)

M, W 1p – 2:50p

**UTC Online Website:**

<http://utconline.utc.edu/>

**Dr. Charlene Simmons**

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312 Frist Hall

423/425-5208

**Office Hours:**

MWF: 10a – 11a

Mon: 5p – 6p

Fri: 12p – 1p

or other times by appointment

## Course Objective

This course is designed to give you an introduction to publication design and print production. During the course of the semester we will:

- gain a basic understanding of the principles and techniques of print publication layout and design for newspapers, newsletters, promotional materials, advertisements and corporate identity elements
- learn to apply tools and technologies appropriate to publication design
- develop strategies for effectively presenting images and written material in print publications
- think critically and creatively about designing publications for diverse audiences

## Course Materials

The main text for this course is *Graphic Design on the Desktop: A Guide for the Non-Designer (2<sup>nd</sup> Edition)* by Marcelle Lapow Toor (ISBN 0-471-29307-5). The book is available in the UTC Student Book Store.

Additional resources will be posted on the course's Web site.

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:

- ungraded homework & lab assignments (students will not receive a grade for these homework assignments, but failure to turn in a homework or lab assignment will result in 5 points being deducted from your final grade).
- 4 design principles home work assignments (worth 30 pts each, for a total of 120 pts)
- 6 design projects (worth 75 points each, for a total of 450 points)
- Midterm Exam (worth 100 points)
- Final Exam (worth 100 points)

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

Make-up exams will be administered only with documented proof of an adverse condition (i.e. serious illness, family emergency). All requests (and documentation) for a make- exam must be presented within twenty-four (24) hours of the test date, although notification prior to the test is preferred. An unexcused quiz or exam will earn a zero and will be part of your final averaged grade for the course.

### 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:

<u>Letter Grade</u>	<u>Numerical Grade</u>
A	693 – 770 pts (90 – 100%)
B	616 – 692 pts (80 – 89%)
C	539 – 615 pts (70 – 79%)
D	462 – 538 pts (60 – 69%)
F	0 – 461 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 especially for this class.

### 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.

<b>Week Beginning</b>	Monday	Wednesday
1/5	Introduction	Design Basics Chapter 1
1/12	Design Principles Chapter 4	Design Principles (cont.)
1/19	Holiday	Typography Chapters 2 & 6 <b>Harmony Homework Due</b>
1/26	Typography (cont.) InDesign Lab 1	Art Elements Chapter 11 <b>Balance Homework Due</b>
2/2	Photoshop	Photoshop
2/9	<b>Midterm Exam</b>	InDesign Lab 2 & Work Day <b>Unity Homework Due</b>
2/16	InDesign Lab 3 & Work Day <b>Proportion Homework Due</b>	Design Process Chapter 5
2/23	Logos, Symbols & Trademarks Chapter 3 <b>Typography Project Due</b>	Logo Work Day
3/2	Fliers & Posters p. 111-114	Color, Ink & Paper Chapter 12 <b>Logo Project Due</b>
3/9	Spring Break	Spring Break
3/16	Flier Work Day	Printing Process Chapter 13 <b>Flier Project Due</b>
3/23	Advertising Chapter 9	Ad Work Day
3/30	Brochures p. 115-122	Brochure Work Day <b>Ad Project Due</b>
4/6	Newsletters p. 125-134	Brochure & Newsletter Work Day
4/13	Magazines p. 135-144 <b>Brochure Project Due</b>	Newsletter Work Day
4/20	Last day of class Catch up & Exam Review <b>Newsletter Project Due</b>	
4/27	<b>Final Exam</b> <b>Monday April 27th 11a – 1pm</b>	

# 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 First Amendment principles and the law appropriate to professional practice.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4. Work ethically in pursuit of truth, accuracy, fairness and diversity.
5. **Think critically, creatively and independently.**
6. Conduct research and gather information by methods appropriate to the communications professions in which they work.
7. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
8. Critically evaluate their own work and that of others for grammatical correctness, appropriate style, clarity, accuracy and fairness.
9. **Understand concepts and apply theories in the use and presentation of images and information.**
10. Apply basic numerical and statistical concepts.
11. **Apply tools and technologies appropriate for the communications professions in which they work.**