

415 Mass Media Graphics

SYLLABUS

Spring 2017

Location: MC 110

Tuesday 6:30 PM - 9:10 PM

Instructor: Emma Patti Harris

Email: eharris@towson.edu

COURSE DESCRIPTION

The student will use technology to explore the communication potential of type, white space, information graphics, photographs and other design elements. At the end of the course, the student should be able to:

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

CLASS WEBSITE: <http://emmapattiharris.com/mcom-415/>

GRADING CRITERIA

Descriptions of each of the assignments below will be distributed and discussed in class. All grading on projects is subject to the instructor's discretion.

Class Participation - 10% of your final grade

Written Exercise - Case Study, 5% of your final grade

Projects - 85% of your final grade

- Project 1: Text-only Ad (5%)
- Project 2: Advanced Ad (10%)
- Project 3: Information Graphics (10%)
- Project 4: Logos and branding (10%)
- Project 5: Newsletters and emails (20%)
- Project 6: Responsive website (30%)

REQUIRED TEXTS AND SUPPLIES

- *The Laws of Simplicity* by John Maeda
- Flash drive or cloud storage subscription

GRADING SYSTEM

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

A 93-100

A- 90-92.9

B+ 87-89.9

B 83-86.9

B- 80-82.9

C+ 75-79.9

C 70-74.9

D+ 67-69.9

D 63-66.9

D- 60-62.9

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 absence will cause your letter grade to drop 5% for each additional unexcused absence (i.e. 3 absences = -5%, 4 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 medical or legal excuses will be accepted.

LATE POLICY

Class will begin promptly at 6:30 p.m. at every session and the door will be closed. 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.

CLASSROOM ETIQUETTE

Use of cell phones is not permitted. Desktop computers are to be used only for course materials. Respectful behaviors to faculty and fellow students, including appreciation of diverse student population and opinions, are expected.

GRADING POLICY AND 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 1 - 5 by a specific date stated in the class schedule. Your grade on the revision will be your final grade. No revisions will be accepted for any written exercises or project 6. All course activities have specific due dates and will not be accepted late. Assignments not completed on time cannot be submitted as a revision. No exceptions.

DISABILITY STATEMENT

This course is in compliance with Towson University policies for students with disabilities. Students with disabilities are encouraged to register with Disability Support Services (DSS) 7720 York Road, Suite 232, 410/704-2638 (Voice or 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. For more information please contact DDS: <http://www.towson.edu/dss/index.asp>.

PLAGIARISM

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

1. Any words or images taken directly from another source (including the Internet) must be footnoted or cited and in quotation marks. Similarly, in oral presentations, attributions must be clear.
2. Any ideas derived from a source not in the public domain or of general knowledge must be clearly attributed.
3. Any paraphrased material must be footnoted or cited. In oral presentations, attributions must be clear.
4. All papers and presentations must be the student's own work. Submission of papers or presentation authored by others, even with their consent, constitutes plagiarism.

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, and will be reported to the Office of Judicial Affairs.

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. Faculty 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 without acknowledgement, using the same sequence or structure as the original author, then you are plagiarizing.

Students have the right to appeal a charge of plagiarism. An appeal starts with the chairperson of the department.

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.

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."

LAB HOURS

Please take advantage of the computer lab to complete work outside of class if you do not have access to a computer at home or the appropriate software. There will be time during class to work on projects, but you will need extra time outside of class to complete each project. The lab hours for the semester will be posted outside of the lab. Additional information will be provided in class about lab hours.

415 Class Calendar

SYLLABUS

Spring 2017

Location: MC0100

Tuesday 6:30 PM - 9:10 PM

Instructor: Emma Patti Harris

Email: eharris@towson.edu

WEEK 1 - JANUARY 31

In Class Agenda

- Introductions
- Review syllabus/handouts

Homework

Due This Class

WEEK 2 - FEBRUARY 7

In Class Agenda

- Lecture: Design principles
- Discuss Project 1 and Case Study

Homework

- Read Maeda

Due This Class

WEEK 3 - FEBRUARY 14

In Class Agenda

- Discuss Maeda
- Lecutre: Fundamentals of page design and typography
- Exercise: Typography

Homework

- Case Study
- Project 1 sketches

Due This Class

WEEK 4 - FEBRUARY 21

In Class Agenda

- InDesign demo
- Exercise: InDesign basics
- Review Project 1 sketches

Homework

- Project 1

Due This Class

- Case Study
- Project 1 sketches

WEEK 5 - FEBRUARY 28

In Class Agenda

- Lecture: Color
- Exercise: Color palettes
- In class critique: Project 1
- Discuss Project 2

Homework

- Project 2

Due This Class

- Project 1

WEEK 6 - MARCH 7

In Class Agenda

- Lecture: Story design and Photos
- Demo: Photoshop
- Exercise: Photo layout
- In class critique: Project 2

Homework

- Finish photo layout

Due This Class

- Project 2

WEEK 7 - MARCH 14

In Class Agenda

- Snow Day, no class

Homework

Due This Class

WEEK 8 - MARCH 21

Spring Break - No Class

Homework

- Project 3

Due This Class

WEEK 9 - MARCH 28

In Class Agenda

- Lecture: Infographics, Audience and Using Data

Homework

Due This Class

WEEK 10 - APRIL 4

In Class Agenda

- Demo: Illustrator
- Discuss Project 3
- Lab: Project 3

Homework

- Project 3

Due This Class

WEEK 11 - APRIL 11

In Class Agenda

- Lecture: Logos and branding
- In class critique: Project 3
- Discuss Project 4

Homework

- Project 4 sketches

Due This Class

- Project 3

WEEK 12 - APRIL 18

In Class Agenda

- Lecture: Newsletter & Email Design
- Lecture: Emails and special effects
- Review Project 4 sketches

Homework

- Project 4

Due This Class

- Project 4 sketches

WEEK 13 - APRIL 25

In Class Agenda

- Lecture: Web Design
- In class critique: Project 4
- Discuss Project 5

Homework

- Project 5 outlines

Due This Class

- Project 4

WEEK 14 - MAY 2

In Class Agenda

- Lecture: Responsive Web Design & Animation
- Review Project 5 outlines
- Discuss Project 6

Homework

- Project 5
- Project 6 outlines

Due This Class

- Project 5 outlines

WEEK 15 - MAY 9In Class Agenda

- In class critique: Project 5
- Lab time for Project 6, review sketches with instructor

Homework

- Project 6

Due This Class

- Project 5
- Project 6 outlines

WEEK 16 - MAY 16In Class Agenda

- Lab time for Project 6

Homework

- Project 6

Due This Class

- Revisions for Projects 1-5

WEEK 16 - MAY 23In Class Agenda

- Project 6 presentations

HomeworkDue This Class

- Project 6

415 Assignments

PROJECT 1 : TEXT-ONLY AD (5%)

Design a text-only advertisement for on the of the products below. You will be designing the same ad in two different sizes: 7.5 x 10 inch print ad and a 300 x 250 px web ad.

Start by drawing 3-5 sketches of the layout of your ad. These will be discussed individually with the instructor in class.

Next, create both ads in Adobe Indesign. You may only use black and white and one typeface, but you may change the weight of the font. You cannot use color or images. You can vary size and position (backwards, top to bottom, rotate, etc.) of the type to convey your message. The ad should feature a headline and body copy. All the copy in the ad should be written in your own words.

Grading Criteria: creativity, usage of design basics, message clarity

PRODUCTS:

Sarah's Favorite Frozen Apple Pie - These apple pies use certified organic apples sourced from Maryland farms. They can be found at a variety of local retailers and speciality stores. The pies have a lattice-top and crust that was Sarah's great-grandmother's recipe. Sarah's prides herself in using real ingredients will no added preservatives or artificial flavors.

SuperFly Men's Sneakers- This new brand brings it back to 1985. The high top sneakers feature a leather upper adorned with an embroidered 85 on the lateral side. 1985 is the year that both the founders, Doug and Jeff, were born. The shoes come in a variety of colors, including light blue/ navy/white, red/yellow/black, and silver/kelly green/black. The shoes have a solid rubber sole that is flexible and provides enough traction to play on a basketball court. They are available at local stores and major chains and are priced at \$85 a pair.

PROJECT 2: ADVANCED AD (10%)

Design a second version of your text-only ad. You will be designing the same ad in two different sizes: 7.5 x 10 inch print ad and a 300 x 250 px web ad.

You may use color and one additional font in your design. One photograph or icon can be integrated into the ad. The photograph or icon can be repeated.

Grading Criteria: Use of color, application of multiple fonts, ability to enhance original design, use of photograph or icon

PROJECT 3: INFORMATION GRAPHICS (10%)

Create three different infographics that best represent the data below. They should be the actual size that they would appear in a newspaper or magazine. Start your design on a 8.5 x 11 inch page. The content of each infographic must vary and students should be creative in their design.

Grading Criteria: interpretation of the data, creativity, execution and overall aesthetics.

DATA:

Coffee Price Per Bag
Caribou: \$7.87
Maxwell House: \$6.37
Eight O'Clock: \$5.53
Millstone: \$5.24
Dunkin' Donuts: \$8.87
Folgers: \$7.43
Green Mountain: \$7.82

Cost of Colombian Coffee in
US 2001-2014, US cents per
pound (lb)
2001 - 72.22
2002 - 65.26
2003 - 67.31
2004 - 84.15
2005 - 117.02
2006 - 118.36
2007 - 126.74
2008 - 145.85
2009 - 180.87
2010 - 223.76
2011 - 283.82
2012 - 203.88
2013 - 148.25
2014 - 198.09

Compare the price and
features of the following
coffee makers:
- Nespresso VertuoLine
- Technivorm Moccamaster
- Nespresso & De'Longhi
Lattissima Plus
- Breville Barista Express
- Jura Ena Micro 1

Visit www.surlatable.com
for product information

PROJECT 4: LOGOS & BRANDING (10%)

Invent a company or publication. You may also use your personal brand. Use type, color and graphics to create a logo. You will create one horizontal logo and adapt that into a square logo that could be used on social media.

Grading Criteria: Overall design aesthetic, branding, consistency across platforms

PROJECT 5: NEWSLETTERS & EMAILS (20%)

Design a newsletter and email blast for the company of your creation from the previous project. The newsletter dimensions are 8.5x11 inches (margin content to stay within a 7.5x10 border and use a 3 column grid) and the email blast is 800 px wide, variable height, no margins.

The newsletter must include the following:

- 4 pages (front page, inside spread and back cover)
- 5 or more short articles. *The content can come from relative web sites*
- A masthead that would be used in every issue.
- At least 4 photographs. *They may be obtained from outside sources.*
- One new infographic
- Include headlines, pull quotes and other graphic elements
- Include elements that link your pages together such as color, banner, footer, etc.

Now, adapt the content of this newsletter into an 800px wide promotional email. The email should preview the newsletter without including full content. Remember, the goal of an email is to get the view to click-through to the content.

Grading Criteria: use of photos, ability to tie the pages together, creative use of space, overall aesthetics, infographic creation, translation into email, email engagement potential.

PROJECT 6: RESPONSIVE WEBSITE (30%)

Using the logos, newsletter and email you created in the two previous project, create a mock-up for a responsive website. You will design the following in three different breakpoints (1080 px, 768px and 320px wide, variable heights):

- Homepage
- Topic landing page
- Article page
- Contact us page

The website design must include the following:

- A header/banner on each page
- Appropriate navigation
- Text (can use content from newsletter project)
- Images
- Designed demonstration of a hover state
- One map
- Consistent color scheme
- Consistent design

Grading Criteria:

- Including and execution of the elements above
- Consideration of goals and audience
- Creativity and the overall aesthetics of final product
- Design variations at different breakpoints with audience usage in mind

WRITTEN EXERCISE:

Case Study (5 %)

Go to the store and find a magazine that you have never seen before. Find an example of good page layout design from that magazine. You may not use magazines like *People*, *Newsweek*, *Cosmo*, etc. Choose a feature article (at least three pages in length) from that magazine. Answer these questions in a one page, double spaced, typed report; attach the original article or a copy of it.

- 1) What style type is used for the body copy? Approximately what size is the type? Is extra leading used between lines? If so, approximately how much? Is the body copy easy to read? What alignment is used?
- 2) What style type is used for the headlines? What mood does that type convey?
- 3) Are typographic devices such as pull quotes and initial caps used? What type styles are used for these items? How effective are the items at breaking up the copy and providing white space?
- 4) What other typographic devices are used (hint: color -- remember, black, white and gray are colors -- symbols, etc.) to unify the pages of the article? Are any devices used to tie this article to others in the magazine?
- 5) What is your overall impression of the typographic treatment of this article? How could it be improved?