Publication Design

CRMM 4140-M50
Fall 2022
Class Meeting: Online

Prof. Ashley J. Perks, M.S.

Office Hours: 2-3 PM CT on Thursdays, or by appointment
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COURSE REQUIREMENTS

Catalog description
Advanced skills and techniques for design of printed media, including magazine and newspaper design; emphasis on story and page design, graphics, headlines and other display typography; approaches to print design presentation on digital platforms.

Prerequisites
JRSM 3900

Textbooks, Software and Required Materials
Tondreau, Beth. *Layout Essentials Revised and Updated: 100 Design Principles for Using Grids.* Quarto Group, 2019. ISBN: 9781631596315
(You may use either the print or Kindle versions of this book)

Adobe Photoshop CC
Adobe InDesign CC
Adobe Illustrator CC
Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

One Flash Drive if needed (At least 2GB capacity)

Classroom format
This course is designed to stock the toolbox of a creative media professional. Students will learn techniques and the principles behind them to execute designs for work in the creative industry. Further, students will build a portfolio of work to show potential employers. Some sessions might require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion, and assignment/lab time.

Students are required to complete multiple design activities and design projects throughout the semester, as well as a final portfolio. The design activities reinforce principles of the software and teach techniques for creative work. The design projects allow students to work creatively for various applications of graphic design skills.

Accessing the course website

1. Go to the University of Memphis eLearn home page: http://elearn.memphis.edu
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for CRMM 4140-M50 to enter your course and read the instructions on the welcoming page

Course Requirements

Computer Usage:

Students are expected to use a computer in this course. Students may use Apple computers or Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Cloud, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

Writing Style:

Although this is not specifically a writing course, students will be required to adhere to the Associated Press style guide and other journalistic writing standards.

Assignment Format:

- All assignments are to be submitted electronically via eCourseware.
- Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- All homework and quizzes are due at 11:59 p.m Sunday of the week they are assigned. Late work is not accepted.
- Projects may not use templates, model any existing design or use any photos the students did not shoot unless otherwise instructed. Doing so is grounds for failure of the assignment. Repeated offenses will result in failure of the course, academic suspension and/or academic dismissal.
- Some work will be critiqued on Discussion Posts and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%   ; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

Grading Philosophy:

A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision;

D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement. NOTE: Plusses and minuses may be given.

Grade Distribution:

Assignment	Percent of grade
Design Activities	10.5%
Design Projects	50%
Discussion Posts	7%
Final Project	30%
Portfolio	2.5%

COURSE SCHEDULE

Week 1, August 22-28: Getting started
Introduction. Syllabus. Design thinking. Concept. Content. Format. Organization.
Assignment: Discussion Post 1

Week 2, August 29-September 4: Principles of Design & Typography Crash Course
Assignments: Video Lecture 1, Read the Getting Started section of the book, Design Activity 1

Week 3, September 6-11: Advanced InDesign (Styles, Settings & the Baseline Grid)
Assignments: Video Lecture 2; Handouts; Discussion Post 2; Design Activity 2

Week 4, September 12-18: Understanding the Grid System
Assignments: Video Lecture 3; Read the "Grids at Work" section of your text — Single Column through Modular. Stop at Tables, Charts and Infographics; Design Activity 3; Final Project Part 1

Week 5, September 19-25: Editorial Design
Assignments: Video Lecture 4; Read the "Grids at Work" section of your text - Color as Key Component, Color as Organizing Element, Type and Grids (stop at Breathing Space); Discussion Post 3; Design Project 1

Week 6, September 26-October 2: Commercial Design
Assignments: Video Lecture 5; Design Project 2

Week 7, October 3-October 9: Commercial Design II
Assignments: Read the "Grids at Work" section of your text — Breathing Space through Swiss Grid. Stop at Grid, Disrupted; Design Activity 4; Discussion Post 4

Week 8, October 12 - 16: Business Design
Assignments: Video Lecture 6; Read the "Grids at Work" section of your text — Grid, Disrupted through Breaking the Grid and the Glossary; Design Activity 5

Week 9, October 17-23: Business Design II
Assignments: Design Activity 6; Design Project 3

Week 10, October 24-30: Modular Design
Assignment: Video Lecture 6; Final Project Pt. 2: Draft; Discussion Post 5

Week 11, October 31 – November 6: Work week
Assignments: Discussion Post 6; Design Activity 7

Week 12, November 7-13: Work week
Assignments: Design Project 4

Week 13, November 14-20: Work week
Assignments: Design Project 5

Week 14, November 21-23: Work week, Thanksgiving
Work on final project.

Week 15, November 28-December 4, Work week
Final Project Pt 3 due; Portfolio

ASSESSMENT AND OUTCOMES

Five Pillars in CRMM 4140/6140

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  - *Critical Thinking:* Students must demonstrate an understanding of the skills needed to tell a story through design. Students must understand the target audience and the needs of publication design to meet that audience.
- *Media Literacy:* Students demonstrate knowledge of the role of publications in the whole of media.
- *Multimedia:* Students will create web-accessible design projects and publications.
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  - *Professionalism:* Students will develop the skills of a professional media designer though assignments and instruction in business practices.
  - *Writing:* Students will write about their design work through descriptions and artist statements, as well as writing design briefs, headlines, copy, and captions..

Professional Values and Competencies in CRMM 4140/6140

- 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.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

How professional values and competencies will be met
Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)
- Master overall concepts of page design and to recognize the different problems and challenges presented by newspapers and magazines
- Understand advanced use of typography
- Understand the basic uses and executions of infographics, data visualizations, and alternative story forms
- Understand broad and niche audiences and the design tactics associated with reaching those audiences

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)
- Design newspaper and magazine pages
- Design an annual report or other multi-page document
- Proficiency in contemporary software

How assessment of student learning will be met
Awareness
- Becoming aware of the role of design in the overall communications strategy of publications

Understanding
- Understanding the principles of good design including proximity, alignment, contrast and repetition, typography and color

Application
- Producing publications and graphics using industry-standard software with an understanding different approaches to design based upon the audience and message of a particular publication
- Development of a portfolio of multipage design work.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement
All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional

experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email
Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance
Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations
Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy
Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support
Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing
All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

Student Health
Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and

should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations

If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu.
(https://www.memphis.edu/drs/index.php)

Student Resources

Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.