# Graphics for Strategic Media

JRSM 3905-M50
Fall 2022
Online

## Prof. Taylor Ackerman, MA

She/Her
**Office:** Meeman 332
**Office hours:** Monday, 10:45 a.m. - 12:45 p.m.
Tuesday, 10:30 a.m. - 12:30 p.m.
Wednesday, 12:30 - 2:00 p.m.
If you'd like to meet for my office hours listed or at any other time, please reach out via email prior to dropping by so I can make sure I'm in my office. I'm also available via Zoom outside of office hours. Please don't hesitate to reach out.

**Email:** tckerman@memphis.edu

## COURSE REQUIREMENTS

### Catalog description
Practices of development of social media graphics, flyers, brochures and other collateral materials using Adobe Spark, Canva and other Web-based tools.

### Prerequisites
None

### Textbooks, Software and Required Materials
Golombisky, K. & Hagen, R. (2017). *White Space Is Not Your Enemy (3rd ed.)*. Waltham, MA: Focal Press. ISBN-13: 978-1138804647.

**Canva -** primary software used for class
Adobe Express (optional)
Adobe Photoshop CC (optional)
*Note: Students can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com. Students can also access software in classroom computer labs, at the University Center Tech Hub on the UofM campus, and at citrix.memphis.edu.*

*Note: University computers are regularly erased, and lost files cannot be recovered. Please be sure to always save your files on your own USB device and/or digitally. Saving files on university computers is not permitted.*

### Classroom format
This course is designed to teach the foundational skills for creativity for strategic media.
Students will explore web-based tools for developing basic graphics for print and social media.

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.

 This course is delivered online in an asynchronous format. In other words, there is no required scheduled meeting time for this course.  This can be convenient for students juggling several responsibilities, but it also means you must be organized and motivated.  Students are able to work at their own pace throughout the week, however work will be due on a weekly basis and it is imperative to stay on track with the course schedule to complete all deadlines on time.

## Accessing the course website
1. Go to the UofM online learning home page: https://memphis.instructure.com/
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 JRSM 3905-001 to enter your course and read the instructions on the welcoming page

## Course Requirements
- All assignments are to be submitted electronically via Canvas.
- 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. Please see below for a late work policy.
- Design projects may not use templates, model any existing design or use any photos the students did not shoot. Doing so is grounds for failure of the assignment. Repeated offenses will result in failure of the course, academic suspension and/or academic dismissal. The few exceptions are as a starting point for resumes and business cards and on websites for portfolios.
- Work will be critiqued in the classroom and must be suitable for presentation.
- Students are encouraged to work ahead on assignments to develop their creative processes for the work.

*Assignments*
Introduction Survey
GA1: Designing for Facebook
GA2: Designing for Twitter
GA3: Designing for Instagram
GA4: Snapchat Filters
GA5: Logo design
GA6: Social Media Chart
GA7: Social Media Brand Pack
GA8: Photo Collage
GA9: Logo Brand Pack
GA10: 60-second video

GP1: Event Flyer/Poster

GP2: Brochure
GP3: Print Ad
GP4: Infographic

Final: 3-Part Branding project (Social Media, Print & Video)

*Portfolio Projects*
Website
Personal logo
Resume
Business card

*Honors*
Any student who would like to contract this course for honors credit must speak with the instructor before the honors deadline to complete the needed paperwork. Students contracting the course will produce a larger project for the final project.

*Portfolio*
All Department of Journalism and Strategic Media undergraduate students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. However, JRSM 3905 is a key point in the portfolio process. Students must create their portfolios and include several items from this course: 1. The personal branding developed in 3905, including logos, colors and type styles; 2. The résumé developed in 3905 as an HTML document and downloadable PDF; and 3. Design work samples created in the course, which have been revised from their original submissions. Final portfolios will be graded on these measures.

## Grading
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: Students in Journalism and Strategic Media must earn a C- or better to earn credit in the course. Students completing an honors contract must earn a B or better for honors credit.

*Grade Distribution:*

| Assignment | Number | Percent of grade |
|---|---|---|
| Graphics Activities | 11 | 20% |
| Graphics Projects | 4 | 35% |
| Weekly quizzes | 13 | 15% |
| Final project | 1 | 15% |
| Resume & portfolio | 1 | 15% |

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%

## Computer usage

Students are expected to use a computer in this course. Students will use Apple computers in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world.

## Writing style

Although this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

## COURSE SCHEDULE

*Week 1, August 22-28: Basics of Visual Communication*
Readings: WSINYE 1.
Assignments: Quiz 1, Introduction Survey

*Week 2, August 29-September 4: Design Foundations*
Readings: WSINYE 2, 5.
Assignments: Quiz 2, GA 1

*Week 3, September 4-11: Type and Color*
Readings: WSINYE 7-8.
Assignments: Quiz 3, GA 2, GP 1.

*Week 4, September 12-18: Photography*
Assignments: Quiz 4, GA 3.

*Week 5, September 19-25: Layout*
Readings: WSINYE 3-4, 6.
Assignments: Quiz 5, GA 4, GP 2.

*Week 6, September 26-October 2: Branding and Advertising*
Readings: WSINYE 9, 14.
Assignments: Quiz 6, GA 5, GP 3.

*Week 7, October 3-7: Personal branding and Websites*
Assignments: Quiz 7, Resume, Business card.
**Note: Assignments due Friday night due to Fall Break.**

*Week 8, October 10-16: Websites*
**Fall Break- October 8-11**
Readings: WSINYE 13.
Assignments: Quiz 8, Portfolio site.

*Week 9, October 17-23: Data visualization*
Readings: WSINYE 10.
Assignments: Quiz 9, GA 6, GP 4.

*Week 10, October 24-30: Social media*
Readings: WSINYE 12.
Assignments: Quiz 10, GA 7.

*Week 11, October 31-November 6: Photo editing tools*
Assignments: Quiz 11, GA 8.

*Week 12, November 7-13: Vector graphics*
Assignments: Quiz 12, GA 9.

*Week 13, November 14-20: Video*
Readings: WSINYE 11.
Assignments: Quiz 13, GA 10.

*Week 14/Week 15:  November 21-30: Final Project*
Assignments: Final project.
**Study day – December 1**

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in JRSM 3905
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

- Effectively and correctly apply basic numerical and statistical concepts.
- 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.

## How professional values and competencies will be met

*Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Show a technical awareness of digital design tools through class assignments, lectures and demonstrations.
- Interpret various theories and practices of visual communication and how they connect with diverse target audiences.
- Identify the basic principles of layout, design and typography and their varied applications in the world.
- Familiarity with current and emerging developments in technology and the use of contemporary software for the design and production of specific editorial, print and collateral material.

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Produce designs for print and digital media.
- Apply various photo editing methods for print and digital production.
- Combine multiple techniques for styling typography.
- Integrate photos, graphics and text into a layout.

## How assessment of student learning will be met

*Awareness*

- Become aware of visual communications development and ethics of visual communications.

*Understanding*

- Understand different steps of the design process, including target audience, principles of design and standards of production.

*Application*

- Create at least five projects, including social media graphics, advertisements, personal branding and a multi-page publication; all showcasing proficiency in digital creative platforms, specifically Canva, Adobe Express and iMovie.

## 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

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.