

# Graphics for Strategic Media

JRSM 3905-001

Spring 2024

Class Meeting: MW – 9:10 a.m. - 10:35 a.m., MJ 206

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## COURSE REQUIREMENTS

### Catalog description

Provides students with hands-on experience developing strategic content for social media and digital platforms with web-based tools using text, images, audio and video.

### Prerequisites

None

### Textbooks, software and required materials

- Golombisky, K. & Hagen, R. (2017). *White Space is Not Your Enemy (3<sup>rd</sup> ed.)*. Waltham, MA: Focal Press. ISBN 978-1138804647.
- Other readings and supplemental material will be assigned and posted to Canvas
- Access to:
  - Canva
  - Adobe Express
  - Adobe Photoshop CC

*Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com. You can also access software in on-campus computer labs and at [citrix.memphis.edu](http://citrix.memphis.edu).*

### 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.

Since this is an in-person course, we will often work on assignments in class. Additionally, we will share, compliment, and critique one another's work as a class. This is meant to be done in a respectful and professional manner, to build one another up and offer helpful feedback and tips in order to better each other's work. We each bring a unique perspective to the table, and

hearing diverse points of view can only better our work. However, disrespectful or insulting comments and critiques will not be accepted.

### **Accessing the course website**

1. Go to the University of Memphis learning management system home page:  
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On your course dashboard, click on the course card for JRSM 3905-M50.

### **GRADING & ASSIGNMENTS**

- Each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply with these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- Design projects may not use templates or model any existing design. 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.
- Where indicated in the assignment, you must shoot photos yourself. Some assignments allow the use of Canva stock images or Creative Commons-licensed images. Do not use copyrighted images.
- You are encouraged to work ahead on assignments to develop your creative processes for the work.

### **Assignments**

GA1: Introduction Graphic

GA2: Designing for Facebook

GA3: Designing for LinkedIn

GA4: Designing for Instagram

GA5: Instagram Stories

GA6: Brand Logo Design

GA7: Social Media Brand Pack

GA8: Social Media Chart

GA9: Photo Editing

GA10: 60-sec. 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

## Grading

- Graphics activities, 20%
- Graphics projects, 35%
- Quizzes, 15%
- Final project, 15%
- Resume & portfolio, 15%

A = 90% - 100%; B = 80% - 89.9%; C = 70% - 79.9%; D = 60% - 69.9%; F = Below 60%

## Grading philosophy

A = professional quality work that could be used with little or no modification

B = good to excellent work and exceeds requirements but would require revision to be used professionally

C = satisfactory work and adequately meets requirements but would need significant revision to be used professionally

D = barely satisfies minimum requirements and below average quality

F = unsatisfactory work that does not meet minimum requirements

## AI/ChatGPT

ChatGPT and similar AI tools, though useful in many contexts, are inappropriate for use in this course. An important outcome of this course is to strengthen your abilities as a thinker and writer. That is only possible when you do your work. You may not submit work that is written or designed wholly or partially by an AI tool. Assignment submissions may be run through AI detection software. If your submission appears to have been written/created using AI, you may either receive a failing grade or be asked to resubmit the assignment.

## Repetition of courses and coursework

You 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 you wish to substantially rework the original submission or to work with the general idea, that may be permissible upon discussion with and written approval from me. All written work will be checked via TurnItIn.com. All creative work will be judged against previous submissions and other professors may be consulted. The only exception to this is your online portfolio where you are expected to use the work you have written and created in the program (like your logo, resume, and other creative pieces).

## Late work

I will not accept work after three weeks beyond the due date. At that point, the work is no longer helpful to current course concepts. Waiting until the end of the semester and submitting everything at once is not an option – please do not even propose it.

If you feel like you are falling behind or if life circumstances are causing you to miss assignments, please reach out to me as soon as possible so we can work together to plan for you to get caught up. I'm happy to help each one of you stay current and not fall behind. I want to see you succeed in this class, but that requires you to communicate with me. If I don't know, I can't help.

## Course schedule

*Note that all required readings/assignments for each week may not be listed here. Always defer to Canvas for the most up-to-date list of readings & assignments for each week.*

### Week 1, Aug. 27 – Sept. 1

#### **Basics of Visual Communication**

*Do you have your textbook?*

Read: Chapter 1 (textbook) + lecture

Assignments: Quiz 1, GA 1

### Week 2, Sept. 2 – 8

#### **Design Foundations**

Read: Chapters 2 & 5 (textbook) + lecture

Assignments: Quiz 2, GA 2

Extra credit option: Abstract reflection

### Week 3, Sept. 9 – 15

#### **Type and Color**

Read: Chapters 7 & 8 (textbook) + lecture

Assignments: Quiz 3, GA 3, GP 1

### Week 4, Sept. 16 – 22

#### **Photography**

Read: Chapter 9 (textbook) + lecture

Assignments: Quiz 4, GP 4

### Week 5, Sept. 23 – 29

#### **Layout**

Read: Chapters 3, 4 & 6 (textbook) + lecture

Assignments: Quiz 5, GA 5, GP 2

### Week 6, Sept. 30 – Oct. 6

#### **Branding & Advertising**

Read: Chapter 14 (textbook) + lecture

Assignments: Quiz 6, GA 6, GP 3

### Week 7, Oct. 7 – 11

#### **Personal Branding**

Read: Canvas resources + lecture  
Assignments: Quiz 7, Resume, Business Card

### **Week 8, Oct. 12 – Oct. 20 – Fall Break**

No assignments due; work on outstanding work

### **Week 9, Oct. 21 – 27**

#### **Websites**

Read: Chapter 13 (textbook) + lecture  
Assignments: Quiz 8, Portfolio Site

### **Week 10, Oct. 28 – Nov. 3**

#### **Social Media**

Read: Chapter 12 (textbook) + lecture  
Assignments: Quiz 9, GA 7

### **Week 11, Nov. 3 – 10**

#### **Data Visualization**

Readings: Chapter 10 (textbook) + lecture  
Assignments: Quiz 10, GA 8, GP 4

### **Week 12, Nov. 11 – 17**

#### **Photo Editing Tools**

Read: Chapter 11 (textbook) + lecture  
Assignments: Quiz 11, GA 9, Quiz 12, GA 10

### **Week 13, Nov. 18 – 24**

#### **Video**

Review: Chapter 11 (textbook) + lecture  
Assignments: Quiz 12, GA 10

### **Week 14, Nov. 25 – Nov 26**

#### **Work Week**

*Work on your final projects this week!*

**Mon., Nov. 25:** Schedule Zoom Meeting with me

**Weds., Nov. 27:** No class (*Happy Turkey Day, if you celebrate!*)

### **Week 15, Dec. 2 - 4 – Last week of classes**

#### **Wrapping Up**

**Mon., Dec. 2:** No Class

**Weds., Dec. 4:** Present final projects; last day of classes!

**December 8 – Final Projects Due NLT 11:59 p.m.**