

ADPR 3520

GRAPHIC COMMUNICATION

Spring 2019
University of Georgia
Class is in room 311 in the
Journalism Building
Tuesday: 11–1:45
Wednesday: 12:30–1:45
Instructor: Kristen Smith
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706.542.8484 (w)
Need to talk? Send me e-mail
to set up a time.

COURSE OBJECTIVES

Being an effective communicator typically means writing and speaking well, but the ability to communicate your ideas visually is now a core requirement for the professional communicator. In this course, you will gain the skills to design messages for particular audiences and to prepare designs correctly for print, digital, and social environments. Students will learn to analyze and to use the principles of design. They will learn about typography, layout, color theory, art and illustration, and copyright law. Adobe software is used to produce a variety of projects for student portfolios.

BOOKS & RESOURCES

You will have a class packet, a subscription to an online video training site (Lynda.com) and our class website (which contains lots of resources, lecture slides, and our most current schedule). You will be amazed at how much you learn this semester and the new skills you acquire, and in addition, it will be fun. But you do have to manage all these resources. Here's a breakdown:

Class packet

~ Packet at Bel-Jean, 163 E. Broad St. in downtown Athens (Cost is about \$30.)

Online resources

~ Our class website is at www.SmithADPR.com.

~ We'll use ELC for uploading papers.

~ Our online training resource is Lynda.com. We'll go over how to access your account.

COMMUNICATION

I will send you e-mail with reminders or changes to our schedule so please check your UGA account daily. Please use my uga address when sending e-mail (kmsmith@uga.edu).

MANAGING THE WORK & EXPECTATIONS

"Design is easy. All you do is stare at the screen until drops of blood form on your forehead."

—Marty Neumeier

Design is a process of researching, thinking, doing and refining. There is a direct relationship between how much time you put into your work and how good it will be. You need to plan your design concepts, layouts, text, and artwork outside of class so that you make the most of your time when you are in lab. Write down your ideas, sketch possible layouts, search for usable photos or artwork on-line or take your own photos, prepare your text for your projects—all of these activities will help you complete your projects on time and give you direction when you are in lab.

This class has ambitious goals. You quickly have to develop a professional design sensibility, learn the many rules of professional typography and learn the software. Do the readings carefully. Take notes on what you read. Write down questions or things you don't understand and ask about them. Take notes when you practice on Lynda.com. Take an active role in learning the software on your own time. Make friends with the four people who sit near you. They are your design team throughout the semester. We are all learning together so let's help each other.

Checking your cell phone is strictly forbidden when we are discussing things at the table or working through tutorials together. Do not bring your phone to the table. When you are working on a project on your own, you MAY check your phone and take breaks.

You will likely find it necessary to work on your projects outside of lab. In the MLC there are 39 macs running the same version of the programs we use. Hours are 7 a.m. until 2 a.m.

PROJECTS

Everyone must complete the following projects (see class website for project descriptions):

1. Résumé
2. Book Cover
3. Social Media/Animated gif
4. Poster on graphic design history

GRADING

Your final grade will be based on:

- ~ Projects (35%): I will do desk critiques in lab to check your progress and to offer guidance. If you are struggling with something please ask for help. (I will provide you with the criteria I use to grade your projects.)
- ~ Quizzes (30%): We will have three scheduled quizzes.
- ~ Homework (25%): Homework and a response paper.
- ~ Participation (10%): Do you come to class ready to participate? Do your answers to in-class writing or discussions show that you did the readings? Are you awake? Are you looking at your phone? All these things get factored into this part of your grade.
- ~ Attendance (see policy below)

How to calculate your grade:

You need to average your grades in each grade category.

After you have the averages of each category, your final grade will be the sum of:

- ~ average of projects x .35
- ~ average of quizzes x .30
- ~ average of homework x .25
- ~ 0 to 10 points for participation

YOUR LETTER GRADE WILL BE ASSIGNED AS FOLLOWS:

93 & above = A (Excellent)	77–79.99 = C+ (Satisfactory)
90–92.99 = A- (Excellent)	73–76.99 = C (Satisfactory)
87–89.99 = B+ (Good)	70–72.99 = C- (Satisfactory)
83–86.99 = B (Good)	60–69.99 = D (Passing)
80–82.99 = B- (Good)	below 60 = F (Failing)

HONORS OPTION

This course does not have an honors option. I respect the Honors Program, and I realize that with 60 students each semester, I cannot work individually with students to a degree that is worthy of an honors option.

ATTENDANCE

There is a tremendous amount to learn and do in this class. If you miss class, you miss learning and grading opportunities. You have three allowed absences. Save these for when you are sick or if there is a family emergency. If you added the class during drop-add, those absences will not count against you. If you simply did not come for week one, they do. If you attend a program (for example an agency tour) sponsored by Grady or UGA, that absence will not count against you. Nor will missing class for a religious holiday. At four absences your grade goes down a notch (B+ goes to a B etc.). At five, it goes

down another notch, etc. Please keep up with your absences on your own.

I know many of you have laptops with the Adobe Creative Suite software, and I encourage you to work on your projects outside of class, but come to class. Feel free to bring your laptop to class also. And please come on time—if you are late three times, it will count as an absence.

TURNING IN YOUR ASSIGNMENTS & LATE WORK

Projects or assignments turned in late will be assessed at 10% off per calendar day late unless there is an emergency or you have a pre-arranged extension. Please, do NOT e-mail projects to me. You have to follow the procedures for turning in your projects in lab.

THE DISABILITY RESOURCE CENTER

The Disability Resource Center assists UGA in fulfilling its commitment to educate and serve students with disabilities. If you have a disability and require classroom accommodations, please see me after class or make an appointment to see me.

ACADEMIC HONESTY

There are many things in college that you need to learn by doing. Facing the consequences of alleged academic dishonesty is not one of them. Familiarize yourself with the Academic Honesty Policy at UGA. If you are not already familiar with the policy or if you have any doubts about what constitutes dishonesty, go to this website <http://www.uga.edu/honesty/>, which defines academic honesty as “the performance of all academic work without cheating, lying, stealing, or receiving assistance from any other person or using any source of information not appropriately authorized or attributed.” You should know that students who assist others in academically dishonest acts are in violation of the policy too.

COUNSELING & PSYCHIATRIC SERVICES (CAPS)

College is stressful. Life has difficult stretches. If you need help, get it. CAPS provides short-term individual counseling, group counseling, couples counseling, crisis intervention, psychiatric evaluation and medication monitoring, psychological testing, and makes referrals to campus and community resources when appropriate. www.uhs.uga.edu/CAPS/

COURSE SCHEDULE

Week 1: January 7

Thursday, 12:30–1:45: Course intro + index card + get to know your team + introduce Lynda.com

Week 2: January 14

WATCH: For Tuesday: What is Graphic Design by Sean Adams on Lynda.com. For Thursday: Choosing and Combining Typefaces (total of 9 minutes; skip the video on Typekit) in the class, InDesign: Typography Part 1 by Nigel French on Lynda.com

READ: In the Bel-Jean packet for Tuesday 1/15, What is Graphic Design? pgs. 1&2, Steal Like an Artist pgs.15–28.

Tuesday, 11–1:45: What is Graphic Design? + Design brief + Concept MAP

Thursday, 12:30–1:45: Type Classification

Week 3: January 21

READ: For Tuesday: In the Bel-Jean packet, read pgs. 35–55 then pgs. 60 & 61, excerpts from Thinking with Type and pg. 63, Typography Rules!

WATCH: For Thursday: go to Lynda.com and to the class InDesign Essential Training 2017 by David Blatner and watch the following: in chapter 4, watch “Threading text frames” and “Inserting

special characters." In chapter 6, watch "Stroking and filling frames & paths" and "Adjusting transparency, drop shadows, and effects."

Tuesday, 11–1:45: Type Crimes + Discuss type homework + Practice with InDesign and type + InDesign tutorial using Garden & Gun

Thursday, 12:30–1:45: Finish G&G tutorial

Week 4: January 28

READ: For Tuesday: read pgs. 78–80, "Basic Design"; pgs. 86–93 "Using space" and "Grouping"; pgs. 113–115, "Horror Vacui" and "Proximity" Also, read pgs. 75 & 76 on Helvetica

For Thursday: Read pgs. 94–99, "Attention" and "Structure & Alignment," pgs. 111 & 112, "Consistency"; pgs. 56–59 (grids)

DO: Finish type homework

STUDY: Study for next week's quiz

Tuesday, 11–1:45: Positive & Negative Space + symmetry & asymmetry + proximity + Watch some of Helvetica

Thursday, 12:30–1:45: Type Homework is due + Discuss Hierarchy, Repetition, Contrast, Alignment & Grids + Diversity and inclusion in audience representation

Week 5: February 4

STUDY: Study for quiz on Thursday

WATCH: For Tuesday, go to Lynda.com and the class Designing a Resume for Creatives by Ina Saltz and watch the first three videos in chapter three, Typography and Layout (18 minutes)

READ: For Tuesday, read "Here's What the Perfect Resume Looks Like" <https://www.glassdoor.com/blog/anatomy-perfect-resume/>

Tuesday, 11–1:45: Professional documents & résumés + Résumé workshop (InDesign practice)

Thursday, 12:30–1:45: Type QUIZ + begin researching résumé designs

Week 6: February 11

CREATE For Tuesday, research résumé designs and prepare your résumé information.

Tuesday, 11–1:45: Bring your Word file with your résumé information and begin working

Thursday, 12:30–1:45: Continue work on your résumé

Week 7: February 18

PRO TIP: You have a fair amount of reading and watching for next week, so maybe get a jump on that work by looking at the schedule for next week.

Tuesday, 11–1:45: Continue work on your résumé + Critiques of résumés so far. Each design team will give feedback to its members. I will also give feedback.

Thursday, 12:30–1:45: Résumé is due at end of class.

Week 8: February 25

WATCH: For Tuesday, go to Lynda.com and the class Digital Imaging for Business Professionals by Richard Harrington and watch the video "What is Creative Commons" in chapter 10: Intellectual Property Rights

READ: For Tuesday, read pgs. 82–85 and pgs. 100–103, excerpts from "Graphic Design for Non-de-

signers;" Read "Bitmaps and Vectors" on pgs. 107 & 108 and read over pg. 105 for the big ideas. Also, Read this short piece on The New York Times blog, Lens (<http://lens.blogs.ny-times.com/2011/01/12/obama-image-copyright-case-is-settled/>) and this one about copyright and public domain <https://www.theatlantic.com/technology/archive/2018/04/copywritten-so-dont-copy-me/557420/>

STUDY: Study for QUIZ over design principles & copyright next week.

Tuesday, 11–1:45: Discussion of copyright & where to find images and artwork + Understanding resolution and how to prepare images in Photoshop + practice downloading & prepping images

Thursday, 12:30–1:45: Introduction to Photoshop

Week 9: March 4

WATCH: Go to Lynda.com and in the class Photoshop CC 2018 Essential Training: The Basics by Julieanne Kost watch in chapter 9 (Making Selections) Quick Select & Layer Mask Touchup; Selecting Soft Edge Objects . . .; Using Select and Mask to Refine a Hard Edge Object.

READ: Read pgs. 131–133 (it's about color)

Tuesday, 11–1:45: More practice with Photoshop + Discuss Color

Thursday, 12:30–1:45: QUIZ over design principles & copyright

Note: When I return assignments to you, find some time to make corrections and to re-package your files so you can take them with you when the class ends. Also, export a jpeg or png file so that you can upload these examples of your work to your online portfolio if you have one.

Week 10: March 11

Spring break this week!

Week 11: March 18

WATCH: We'll watch this on Tuesday, but if you want to preview it, this video is on YouTube; it's by Marty Geller and called How to Transform Photos into Gorgeous Pencil Drawings https://www.youtube.com/watch?v=K43-_zhQZiM

READ: Read over the project specs for the book cover and begin to think about your book cover

BRING: Bring a digital headshot of yourself to class on Tuesday. Email it to yourself or put it on a flashdrive or store it in the cloud, but we'll need it on your computer.

Tuesday, 11–1:45: Small Photoshop project + Look at some of the projects + go over book cover project specs and set up book cover + Peter Mendelsund + really fast look at Adobe Illustrator + Begin to develop concepts & sketches for your book cover and begin working

Thursday, 12:30–1:45: Continue work on book cover

Week 12: March 25

Tuesday, 11–1:45: Continue work on book cover

Thursday, 12:30–1:45: Continue work on book cover. Get feedback from your design team.

Week 13: April 1

READ: Read specs for the social media graphic/animated gif. (There are two short videos to watch listed in the project specs. You can do those next week in class, if you like.)

Tuesday, 11–1:45: Go over animated gif assignment + Book cover is due at end of class.

Thursday, 12:30–1:45: Look at some of the book covers and critique them + Go over response paper. Your response paper is due on Friday, April 12.

Week 14: April 8

STUDY: QUIZ next week on color & resolution

CREATE: Work on your response paper

Tuesday, 11–1:45: Set up the social media/gif together and begin work on your design.

Thursday, 12:30–1:45: Work on your social media gif + submit response paper via ELC dropbox by midnight on Friday, April 12.

Week 15: April 15

STUDY: QUIZ this week

READ: Read project specs for poster and ask any questions on Tuesday

Tuesday, 11–1:45: QUIZ on color & resolution + Questions about poster project? + Social media/gif is due at end of class.

Thursday, 12:30–1:45: Look at some of the gifs + Begin working on poster

Week 16: April 22

Tuesday, 11–1:45: Continue work on poster.

Thursday, 12:30–1:45: Poster is due at the end of class. Take your packaged files (including a jpeg or png for the web) with you so that you have access to them in the future.

No final exam. Enjoy the summer.