

ADPR 5520

ADVANCED GRAPHIC COMMUNICATION

The Grady College of Journalism & Mass Communication
University of Georgia, Spring 2020

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Class is in room 311 in the Journalism Building on Tuesdays (11–1) & on Thursdays (12:30–1:45)

COURSE OBJECTIVES	This course builds on the knowledge and skills gained in ADPR 3520, which is prerequisite for Advanced Graphic Communication. In ADPR 5520, students will think and write about design in an advanced way and produce more challenging work. Students will be expected to explain the concepts that guide their design decisions and how their designs communicate a message to a target audience. When students leave this class, they will have an understanding and mastery of the professional and conceptual skills designers use every day. Students are expected to be familiar with InDesign, Photoshop, and Illustrator and will learn the programs in greater depth.
RESOURCES	Our readings will be online or via handouts or posted on the class website www.SmithADPR.com . The website also contains resources, lecture slides, and our most current schedule. We will also use classes on LinkedIn Learning (formerly Lynda.com).
COMMUNICATION	I will email reminders and changes to our schedule so please check your UGA account daily. Please use my UGA address when sending email (kmsmith@uga.edu).
MANAGING WORK & EXPECTATIONS	<p>Your work in this class is expected to be advanced. This is so important that I am going to write it again: Your work in this class is expected to be advanced. You will need to research projects and topics thoroughly and write meaningfully. You will need to show evidence of your design-thinking through sketches and revisions. Do not phone-in projects and expect to get a B in the class. Even though you are not yet a professional, your work should meet professional standards.</p> <p>There is a direct relationship between how much time you put into your work and how good it will be. Outside of class, brainstorm, sketch, practice with the programs, create or modify artwork—all of these activities will help you complete your projects on time and give you direction when you are in class. There will also be a good bit of self-directed learning in our class because students have had different design experiences. Bring your earbuds to class with you so that you can watch tutorials when you need to. Also, make friends with the people who sit near you. They are your design team throughout the semester. We are all learning together so let's help each other.</p> <p>Also, remember to be kind but honest with your peer feedback. Support your comments with the language of design principles. When receiving feedback, remember comments are not personal; their purpose is to improve your work.</p>

ATTENDANCE Another professional expectation is that you will attend class. 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.

If you have a laptop with the Adobe Creative Suite software, I encourage you to work on your projects outside of class, but you still have to come to class. And please come on time—if you are late three times, it will count as an absence.

TECHNOLOGY Don't use your phone when we are discussing things at the table or working together. When you are working on projects, you may check your phone and take breaks. Feel free to use your laptop to complete projects, but don't take notes on your laptop.

You will need to back up your work in our class. You can use a flashdrive, an external hard drive, Dropbox or your laptop. 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.

GRADING Your final grade will be based on:

~ Projects (50%): You will turn in three design projects during the semester.

~ Presentation on a designer (10%)

~ Response papers (35%): You will turn in three response papers this semester.

~ Participation (5%): You will need to discuss your own work and give helpful comments about the work of others in our class. You will need to be ready to participate when called on. You will need to be awake. If you are looking at your phone during class discussion, I will make a note of it, and it will affect this 5% of your final grade.

~ Attendance (see policy above).

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. Please do not ask me to make an exception for you. I have 60 students each semester and cannot work individually with students to a degree that is worthy of the honors program and honors option.

TURNING IN 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 email projects to me. You have to follow the procedures for turning in your projects in lab.

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 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

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/

1. First day of class is Tuesday, Jan. 7

Tuesday, 11–1: Course introduction + get to know each other

Thursday, 12:30–1:45: Choose your designer to research & report on + what makes a well-designed presentation? + set up slides in InDesign

2. Week of Jan. 13

Action Steps: Research your designer and his/her work

Tuesday, 11–1: Work in class on your designer report

Thursday, 12:30–1:45: Finish your designer report + export PDF

3. Week of Jan. 20

Action Steps: Practice your presentation + Illustrator tutorials on LinkedIn Learning (Quick Start or Essential Training)

Tuesday, 11–1: Presentations

Thursday, 12:30–1:45: Go over repeating pattern project

4. Week of Jan. 27

Action Steps: Look at Smith’s “Repeating Patterns” board on Pinterest or look around your house and in your closet to be inspired by repeating patterns because they are everywhere + create sketches for objects in your pattern/find photo inspiration for your pattern.

Tuesday, 11–1: More practice with repeating pattern + Begin work on your repeating pattern project after getting approval from me

Thursday, 12:30–1:45: Continue working

5. Week of Feb. 3

Tuesday, 11–1: Continue working on your pattern

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

6. Week of Feb. 10

Action Steps: Read specifications for and begin work on your first response paper

For Tuesday, 11–1: Critique patterns + work on your response paper

Thursday, 12:30–1:45: Peer review of your response paper, which is due by Sunday at midnight (upload it to the dropbox for our class on eLC).

7. Week of Feb. 17

Action Steps: For Tuesday, read the editorial illustration project specs and look at examples for discussion on Tuesday. If you feel rusty on Photoshop, watch some videos on LinkedInLearning. Make sure you ask questions about image resolution and prep because you have to get these right. Also this week, after Tuesday, choose editorial illustration artist to research and write a response paper on. Due by Thursday at midnight.

Tuesday, 11–1: Go over editorial illustration assignment + discuss examples and how they were made + practice with editorial illustration/Photoshop (if there is time, work on your response paper, which is due on Thursday night).

Thursday, 12:30–1:45: Bring rough draft of your response paper for peer review (paper due at midnight on eLC) + Begin concepting work on your editorial illustration.

8. Week of Feb. 24

Tuesday, 11–1: Work on your editorial illustration

Thursday, 12:30–1:45: Continue working on your editorial illustration

9. Week of March 2

Tuesday, 11–1: Continue working on your editorial illustration

Thursday, 12:30–1:45: Your editorial illustration is due at the end of class

10. Week of March 9

Spring Break this week!

11. Week of March 16

Tuesday, 11–1: Welcome back! Critique editorial illustrations + let's deep dive into packaging and dielines. We will go over the assignment together in class.

Thursday, 12:30–1:45: Work on your response paper using an article of your choice from thedieline.com or <https://www.pentagram.com/work/discipline/packaging> or elsewhere on packaging. Begin your research into your brand and get approval from me on the redesign of your product packaging before you begin working.

12. Week of March 23

Action Steps: For Tuesday, take photos of your product on the shelves and come to class with direction so you can begin writing your brand overview and image board.

Tuesday, 11–1: Begin work on your brand overview and image board.

Thursday, 12:30–1:45: Your brand overview and image board are due at the end of class (upload to eLC).

13. Week of March 30

Tuesday, 11–1: Begin work on your packaging project

Thursday, 12:30–1:45: Continue working on your packaging project

14. Week of April 6

Tuesday, 11–1: Continue working on your packaging project

Thursday, 12:30–1:45: Continue working on your packaging project

15. Week of April 13

Action Steps: Work on final response paper, due next week

Tuesday, 11–1: Continue working on your packaging project, remember you need either to build your package or render it in 3-D using a digital mock-up.

Thursday, 12:30–1:45: Packaging project is due at end of class

16. Week of April 20

Action Steps: Finish final response paper, due on Thursday

Tuesday, 11–1: Critique packing projects

Thursday, 12:30–1:45: Continue critique + Course evaluation + response paper due at midnight

No final exam. Enjoy the summer.