

ADPR 3520

GRAPHIC COMMUNICATION

The Grady College of Journalism & Mass Communication
University of Georgia, Fall 2019

Kristen Smith, Senior Lecturer

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Class is in room 311 in the Journalism Building on Tuesday (9:30–10:45) and on Thursday (9:30–12)

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, which builds on ADPR 3515 (the prerequisite), students will gain the skills to design messages for particular audiences and to prepare designs correctly for print, digital, and social environments. Students will develop core competencies in Adobe Photoshop, Illustrator and InDesign. Students will learn about typography, layout, art and illustration, and copyright law. They will practice concept development, critique the work of their peers, create, analyze, refine, document, and present their work according to the principles of design and professional practice. Students will leave the course with an online portfolio.
RESOURCES	Our readings will be online or posted on the class website www.SmithADPR.com . The website also contains resources, lecture slides, and our most current schedule. You also have a subscription to LinkedIn Learning (formerly Lynda.com).
SUPPLIES	You will receive a flashdrive to backup your work. You will need a notebook to complete concept sketches.
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>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. Outside of class, brainstorm, sketch, learn the programs, create or modify artwork, prepare text—all of these activities will help you complete your projects on time and give you direction when you are in class.</p> <p>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. Write down questions or things you don't understand and ask about them. 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.</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>

TECHNOLOGY	<p>Don't use your phone when we are discussing things at the table or working through tutorials together. When you are working on projects, you may check your phone and take breaks. Likewise, feel free to use your laptop to complete projects, but don't take notes on your laptop.</p> <p>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.</p>
GRADING	<p>Your final grade will be based on:</p> <ul style="list-style-type: none"> ~ Skills Projects (5%): We will complete small skills projects together in class. ~ Quiz (10%): We will have one scheduled quiz. ~ Photoshop, Illustrator, InDesign Projects (one each at 20% each) ~ Portfolio (15%) ~ Participation (10%): Do you come to class ready to participate? Do your answers to in-class writing and 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)
HONORS OPTION	<p>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.</p>
ATTENDANCE	<p>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.</p> <p>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.</p>
TURNING IN ASSIGNMENTS & LATE WORK	<p>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.</p>
DISABILITY RESOURCE CENTER	<p>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.</p>
ACADEMIC HONESTY	<p>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</p>

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

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/

SCHEDULE

1. First day of class is August 15

Thursday, 9:30–11:30: Course introduction + pretest + index card + get to know your team

2. Week of August 19

Action Steps: For Thursday, read carefully this chapter by Alex Hass <https://opentextbc.ca/graphicdesign/chapter/2-5-concept-development/> and be prepared to write some about what you read on Thursday

Tuesday, 9:30–10:45: Review vocabulary + design principles

Thursday, 9:30–11:30: Concept Development + Positioning + Go over skills homework

3. Week of August 26

Action Steps: Read these two articles: <https://www.nytimes.com/2019/06/08/style/rent-subscription-clothing-furniture.html> and <https://www.autorentalnews.com/332208/how-millennials-gen-z-are-reshaping-car-rental> and complete concept work for Tuesday. For Thursday, revise concept sketches, take photographs of your sketches, write a short rationale for your decisions.

Tuesday, 9:30–10:45: Share your concept sketches in a small group and get feedback + make notes about changes you might make based on feedback

Thursday, 9:30–11:30: Bring concept photos + Talk about Creative Commons/learn to download photos + Search online for images to support your concept + Go over folders needed for documenting your process for your portfolio + upload your folder in lab

4. Week of Sept. 2

Action Steps: Read these guides to social media visuals. <https://contentmarketinginstitute.com/2018/09/research-images-social/>

Also this one: <https://www.socialmediatoday.com/social-business/5-tips-creating-more-effective-images-your-social-media-campaigns> also Review Photoshop Essential Training videos on LinkedInLearning. (selection methods, adjustment layers, masks, blending modes, type)

Tuesday, 9:30–10:45: Go over readings + Photoshop tutorials

Thursday, 9:30–12:15: Photoshop tutorials + meme project

5. Week of Sept. 9

Action Steps: Read social media graphic/animated gif assignment and create concept sketches

Tuesday, 9:30–10:45: Go over social media graphic/animated gif and get feedback on your sketches from your group

Thursday, 9:30–12:15: Work on social media graphic

6. Week of Sept. 16

Tuesday, 9:30–10:45: Work on social media graphic/animated gif

Thursday, 9:30–12:15: Gif is due at 10:30 + critique gifs

7. Week of Sept. 23

Action Steps: Watch Illustrator videos on LinkedInLearning + Read Illustrator assignment and begin concept development

Tuesday, 9:30–10:45: Illustrator tutorials + go over assignment

Thursday, 9:30–12:15: Bring concept development sketches and get feedback from your group and from me + continue Illustrator tutorials

8. Week of Sept. 30

Tuesday, 9:30–10:45: Begin Illustrator project

Thursday, 9:30–12:15: Continue Illustrator project

9. Week of Oct. 7

Action Steps: Read about typography at <http://thinkingwithtype.com>

Tuesday, 9:30–10:45: Illustrator project due at end of class

Thursday, 9:30–12:15: Critique Illustrator project + discuss typography

10. Week of Oct. 14

Action Steps: Review InDesign on LinkedInLearning

Tuesday, 9:30–10:45: Understanding resolution and how to prepare images for print + InDesign tutorial

Thursday, 9:30–12:15: InDesign tutorials

11. Week of Oct. 21

Action Steps: Read about the Interstate highway system

Tuesday, 9:30–10:45: Discuss Interstate highway project + InDesign practice

Thursday, 9:30–12:15: Go to special collections

12. Week of Oct. 28

Action Steps: Study for test + Bring concept development for your highway project

Tuesday, 9:30–10:45: Test over typography + image size and resolution

Thursday, 9:30–12:15: InDesign tutorials + professional documents + Go over concept sketches with your group and with me

13. Week of Nov. 4

Tuesday, 9:30–10:45: Begin highway project

Thursday, 9:30–12:15: Continue work on highway project

14. Week of Nov. 11

Tuesday, 9:30–10:45: Critique of highway project so far

Thursday, 9:30–12:15: Highway project is due at end of class

15. Week of Nov. 18

Action Steps: Read portfolio assignment

Tuesday, 9:30–10:45: Go over portfolio assignment + begin working

Thursday, 9:30–12:15: Course evaluation + continue work on portfolio assignment.

16. Week of Nov. 25

Tuesday, 9:30–10:45: Continue portfolio assignment

Thursday, 9:30–12:15: Thanksgiving Holiday

17. Week of Dec. 2

Tuesday, 9:30–10:45: Portfolio is due this week (you have until Dec. 6 at midnight to turn it in)

No final exam. Enjoy the holidays.