PUBLICATION DESIGN
COURSE SYLLABUS

ADES 3500-501
Mon. & Wed. 8:00–10:50 AM

LOCATION
unt.zoom.us/j/91812067046
Meeting ID: 918 1206 7046

STEPHEN ZHANG
Assistant Professor
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OFFICE HOUR:
Mon. 11:00 AM–12:00 PM
Thur. 11:00 AM–1:00 PM
Appt. in Ourlook Canlendar

Join Zoom Meeting
unt.zoom.us/j/99634777478
Meeting ID: 996 3477 7478

Students learn how to create verbal/visual storytelling by integrating disparate components into conceptually-driven sequential page layouts. Students begin to resolve the hier-archical, informational and expressive relationships existing between text and image in order to enhance communication and create emotional connection.

COURSE OBJECTIVE
This course challenges the student to utilize abductive thinking and rapid prototyping to develop innovative concepts by recognizing new opportunities, acting on them, and validated them by leveraging creative insights, design efficacy and thought leadership skills.

STUDENT LEARNING OBJECTIVES
a. Continue strengthening research and concept skills
b. Develop and demonstrate proficiency in multi-page layout and design skills
c. Develop and demonstrate proficiency organizing large volumes of content
d. Develop and demonstrate proficiency developing hierarchical typographic and graphic systems
e. Develop and demonstrate illustrative and photographic proficiency
f. Develop and demonstrate proficiency using layout and design software

COURSE STRUCTURE
This class is structured around assigned studio problems. Students and instructor will divide their time between lectures and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours working outside of class for every hour spent working in class.

MATERIALS REQUIREMENT
• MacBook Pro (or similar PC), with a microphone, speaker and camera
• Adobe Creative Clioud
• High speed Internet connection
• Harddrive storage, minimum 100 GB

PROJECTS AND GRADING WEIGHTS
Editorial design	**40%**	of the final grade
Multi-page design	**60%**	of the final grade

WORK SUBMISSION
All deliverables will be submitted on Canvas by the time specified on assignment. No late projects will be accepted for grading. All students are responsible for turning in work on time regardless of attendance.

ASSESSMENT

Your final grade is based on the average of scores accumulated throughout the semester. Final grades are rounded to the nearest 10th of a point. Rubrics and specifications are to be provided for each assignment, but assessment is primarily based on four categories:

1. Participation Respect classmates by listening and participating, especially in critiques. Your opinion is valuable! Points are docked for sleeping, texting, working on other class work, or using social media in class.

2. Professionalism Everything turned in represents you, so make it good and do your best. Keep files organized, and clearly label uploads with your name. Keep up with attendance, and don't be late to critiques.

3. Concept This is what it's all about. Apply research, and push yourself toward a unique and logical approach. Refine your work throughout a project's progression. Use demos/feedback, and revise projects as needed. Include thorough process documentation as requested. Keep everything!

4. Design Create compelling visuals based on clearly defined purpose and unique concept. Meet all specifications, including size, format, etc. as outlined for each assignment. Visual decisions should all address the problem posed in the assignment prompt. Closely follow instructions: double- and triple-check those handouts!

A	90%+	Nice work! Surpasses goals of assignment/course.
B	80%–89.9%	Great effort, with a few opportunities for improvement.
C	70%–79%	Average work, achieved all outlined goals.
D	60%–69%	Below average. Undeveloped ideas and/or execution.
F	0%–59.9%	Unacceptable. I know you can do better!

PARTICIPATION GUIDELINES

Your perspective, voice and opinion are important and valued. Respect one another, and be prepared to help your classmates regularly. We can all learn from each other, so listen well and speak up often!

ZOOM ETIQUETTE

- Arrive early.
- Dress appropriately for class.
- Turn your video on. Be engaged in the conversation.
- Stage your video area to avoid distraction.
- Find a quiet space, but also one where you can also speak up when called upon.
- Do not invite other people who don't need to be here.
- Computer on solid support, not on your laps
- Have ample light.
- Try to look into the camera. Adjust the camera to eye level.
- Do your own tech support before you start.
- Raise your hand and notify your professor in order to ask a question
- Stay muted if you're not talking.
- The Zoom chat is not private. Don't type things you don't want others to see.
- Don't eat during class. Breaks will be given periodically.
- Don't conduct other private things during class.
- Stay focused and participate.

ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. **If you are late, it is your responsibility during that class period to ask the instructor to add you to the roll, using Chat with the professor in Zoom during class period.**

You will receive two (2) free tardies. Beyond that, every four tardies will equal one unexcused absence. Only two (2) unexcused absences will be allowed. The fourth unexcused absence will lower your grade by one letter grade and so on. A total of six absences, excused or unexcused, will result in you receiving a grade of F for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable.

COMPUTER ETIQUETTE

You are responsible for bringing and maintaining your own computer. Computers crash, drives become corrupt—more than once you may lose your work. Unfortunately this can occur more often as computers age and become overloaded with classwork. Crashes, loss of data, theft of machine, etc. are not acceptable reasons for turning work in late. Develop good backup habits!

- Save often. Especially if you're going to do something radical. Perhaps create a backup copy to save before you make any big changes.
- Save incrementally (aka versioning). For instance, save your file; myProject_V01, myProject_V02, myProject_V03, etc. This way, if a file does become corrupt or mysteriously vanishes, you can reload the previously saved file and minimize your loss. This is vital for documenting your process at the end of each assignment.
- Back up files in more than one place. Besides saving work files onto your hard drive, save onto Google Drive, Dropbox, Box or another Cloud based service. This includes your raw data, research, images, text, etc.
- Resist the urge to text, check social media, or work on outside course work. It is ultimately your decision to be a diligent student or distracted seat warmer—so use technology wisely.

LEARNING RESOURCES
Good Reads

There is no required book for this class. Assigned readings will be given as PDF or online links. Though if you want to learn more, I recommend:

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RIGHT INSTRUCTOR TO CHANGE SYLLABUS

The right to change this syllabus with or without notice remains at the discretion of the professor. Moreover, based on the fluid nature of the course, its ongoing classroom experiences and developing research activities, the professor may and will likely elect to change projects, learning experiences, outcomes, scheduling, assessment and in- and outside classroom activities during the semester. At his discretion, the professor will alert students to any changes if and when they are to occur and provide them with sufficient time to adjust their respective class and research activities. Students should check Canvas regularly to make sure they get the up-to-date information.

RISK FACTOR

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others."

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu.

PLAGIARISM

Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. Use of any unauthorized assistance in taking quizzes, tests, or examinations; b. Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. The acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. Dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. Any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. The knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism.

RETENTION OF STUDENT RECORDS

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

ELECTRONIC DEVICES AND SOCIAL NETWORK

Cell-phones or other PDA devices unrelated to the class may not be turned on or used in class at any time. Browsing social network unrelated to class is not allowed.

USE OF STUDENT WORK

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:
- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission. Download the UNT System Permission, Waiver and Release Form.

UNT REQUIREMENTS, POLICIES, SUPPORTS AND SERVICES

UNT–THE BASICS FOR STUDENTS NEW TO CANVAS
For details, go to Modules on Canvas of this class
https://unt.instructure.com/courses/32270/pages/the-basics-for-students-new-to-canvas-2?module_item_id=1704377

UNT ONLINE COURSE TECHNOLOGY REQUIREMENTS & SKILLS
For details, go to Modules on Canvas of this class
https://unt.instructure.com/courses/32270/pages/online-course-technology-require-ments-and-skills?module_item_id=1704380
- Technology Requirements
- Technology Skills
- Online Rules of Engagement

UNT POLICIES
For details, go to Modules on Canvas of this class
https://unt.instructure.com/courses/32270/pages/unt-policies?module_item_id=1704383
- Important Academic Dates
- Academic Integrity Standards and Consequences
- Acceptable Student Behavior
- ADA Accommodation
- Important Notice for F-1 Students Taking Distance Education Courses
- Federal Regulation
  - Consequences
  - University of North Texas Compliance
- Sexual Assault Prevention
- Undocumented Students
- Emergency Notification & Procedures

UNT ACADEMIC SUPPORT & STUDENT SERVICES
For details, go to Modules on Canvas of this class
https://unt.instructure.com/courses/32270/pages/academic-support-and-student-services?-module_item_id=1704386
- Technology Support
- Technical Assistance
- Student Services

UNIVERSITY LIBRARY SERVICES
For details, go to Modules on Canvas of this class
https://unt.instructure.com/courses/32270/modules

UNT WEB ACCESSIBILITY & PRIVACY
For details, go to Modules on Canvas of this class
https://unt.instructure.com/courses/32270/pages/web-accessibility-and-privacy?module_item_id=1704393

PUBLICATION DESIGN
THE CONTRACT

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally "I agree to the terms and conditions outlined in the Permission to Use Student Work contract."

Name (print)_____

Signature_____

Date_____

WK **1**	**M. 8/24**	Intro	Syllabus
		Lecture	The new world of magazines	Storytelling	Design Approach	Layout/type anatomy
		Launch	Assignment 1. Magazine Spreads Design
		Group	Group survey	Define groups
		Article	Assign article
		Quiz	Mag anatomy quiz
		Assign	• Article content analysis
			• Propose 3 magazines
	W. 8/26	Quiz	Mag anatomy quiz
		Critique	Article analysis	3 magazines. Pick 1
		Lecture	Storytelling	Grid, typography	Creative Exploration
		Assign	• Final article content plan
			• Magazine anatomy study
			• Inspiration moodboards 3
WK **2**	**M. 8/31**	Critique	Final article content plan	3 Inspiration moodboards Pick 1
		Demo	Narrative/style board. 2
			Conceptual image approaches
		Assign	Narrative/style board. 2
	W. 9/2	Critique	Storytelling/design moodboard. 2 Pick 1
		Demo	Thumbnail	Creative typography"
		Assign	• Component board
			• Thumbnails 10 sets each—layout and art
WK **3**	**M. 9/7**		**No Class. Labor Day**
	W. 9/9	Critique	• Component board
			• Thumbnails 10 sets each—layout and art
		Assign	Revision in tight pencil 5 sets each — layouts and image
WK **4**	**M. 9/14**	Critique	5 sets revision in tight pencil. Pick 2
		Assign	• Computer layout 6 sets
			• Illustration first computer comps. 2 styles. Each full set
	W. 9/16	Lecture	Design details"
		Critique	Computer layout 6 sets
			Illustration first computer comps. 2 styles. Each full set.
		Assign	Assignment 1 Revision

WK **5**	**M. 9/21**	Critique	Assignment 1 Revision
		Assign	Assignment 1 Revision
	W. 9/23	Lecture	Assignment 2
		Critique	Assignment 1 Revision
		Assign	• Assignment 1 Revision
			• Assignment 2—Research client, subject, creative brief
WK **6**	**M. 9/28**	Critique	• Assignment 1 Revision
			• Assignment 2. Subject
		Assign	Assignment 1 Revision
	W. 9/30	Critique	• Assignment 1 Revision
			• Assignment 2. Subject
		Assign	Assignment 1 Revision
WK **7**	**M. 10/5**	Whole Class	
		Present	Final magazine spreads
		Due	Assignment 1. Magazine Spreads
		Lecture	Binding and creative approaches
		Guest Speaker	
	W. 10/7	Group 1	
		Critique	Assignment 2—Research client, subject, creative brief
WK **8**	**M. 10/12**	Group 2	
		Critique	Assignment 2—Research client, subject, creative brief
	W. 10/14	Group 1	
		Critique	Thumbnail/binding
WK **9**	**M. 10/19**	Group 2	
		Critique	Thumbnail/binding
	W. 10/21	Group 1	
		Critique	Tight pencil

WK **10**	**M. 10/26**	Group 2	
		Critique	Tight penci
	W. 10/28	Whole Class	
		Groups	Remix groups
		Present	Assignment 2 progress
WK **11**	**M. 11/2**	Group 1	
		Critique	Computer layout/art
	W. 11/4	Group 2	
		Critique	Computer layout/art
WK **12**	**M. 11/9**	Group 1	
		Critique	Computer layout/art
	W. 11/11	Group 2	
		Critique	Computer layout/art
WK **13**	**M. 11/16**	Group 1	
		Critique	Computer layout/art
	W. 11/18	Group 2	
		Critique	Computer layout/art
WK **14**	**M. 11/23**	Group 1	
		Critique	Computer layout/art
	W. 11/25	Group 2	
		Critique	Computer layout/art
WK **15**	**M. 11/30**	Group 1	
		Critique	Computer layout/art
	W. 12/2	Group 2	
		Critique	Computer layout/art
WK **16**	**M. 12/8**	9:00 –10 a.m.	
		Due	**Assignment 2**
		Present	Assignment 2
		Quiz	