

# JOUR 3210 Applied Design Online

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Office Hours: By appointment

## Course Description

Applied Design is an online class that combines readings/viewings, discussion, and hands-on design and production experience to introduce students to design skills and problem-solving. Students will learn software applications and design processes for journalism, advertising, and public relations.

## Goal & Objectives

In this course, you will learn about communicating visually and gain hands-on experience producing designs intended for audiences in a diverse society using browser-based industry-level software.

Our course objectives for the term are to:

- Recognize visuals, type, and space as the building blocks of graphic design as visual communication.
- Approach functional graphic design as capturing attention, controlling eye flow, conveying information, and evoking emotion.
- Practice the brainstorming and sketching processes that go into effective design work.
- Demonstrate basic design and layout skills, including grid structure, across a variety of formats and platforms from electronic to print.
- Apply the fundamentals of working with typography, color, and visuals such as photos and illustrations.
- Familiarize yourself with prepress and pre-production processes.
- Appreciate visual aesthetics as historically and culturally contingent.
- Consider the ways visual and symbolic communication can be inclusive, cover the under-covered, and mitigate bias and prejudice.
- Develop project management skills.

## What We Will Learn

You will practice the following skills and learn software applications as they relate to your sequence:

- Introductory visual design skills.
- Communication and project management.
- Creating visual designs with vector, photo, and video tools.

## Texts

- LinkedIn Learning (formerly Lynda.com) via UNT EUID
- YouTube/Online materials via Canvas

## Software/Resources

- Flipgrid, Gravit Designer, Pixlr E, Premiere Rush, CodePen, Adobe Spark
- UNT Canvas
- Lynda.com
  - To Login via UNT: <https://it.unt.edu/lynda>
  - To Setup Lynda on your computer or mobile device: <https://it.unt.edu/lyndasetup>

## Mac Lab Info

## Expectations

For Applied Design you should expect to work for 3-6 hours a week. A good rule of thumb is to spend two to three hours studying for each credit hour you take. So, if you are taking a three-credit-hour class (which is standard) then you would expect to spend about 6 to 9 hours per week studying for that class. Some exercises in this class may take less time and some may take more time depending on how familiar you are with the software we are learning. There is no expectation that you should have used this software before, this class is for beginners.

Please take advantage of my office hours, **especially if you are struggling**. Expect to struggle, it is part of the learning process. While this is uncomfortable and can feel frustrating, you will work through your challenges. I am here to support you, and you will become a better designer through these experiences.

## Subscription to Software

If you have your own computer or laptop and want to work at home you can download the software from Adobe.com (<http://www.adobe.com/creativecloud/buy/students.html>). There is a student rate for the software subscription.

Note: If you choose to purchase software, there may be version discrepancies between your tech and the computer lab.

## Attendance

My attendance policies are as follows:

- **Online classes:** Attendance is monitored via Canva interactions and by submitting assessments by the deadline. If you miss a deadline you may receive a 0. Multiple 0s may result in failure or being dropped from the course.
- I do not repeat content for missed classes. If you miss content, it is your responsibility to keep up with any changes in this syllabus and additional assignments. Take advantage of the course tools to communicate with each other and ask questions. **Get to know a classmate and help each other keep up. The instructor is not responsible for you catching up on missed content.**

- If you have an extraordinary problem (visit to the emergency room, auto wreck, death in the family) that will prevent you from keeping up with the class, you must communicate with the instructor and Dean of Students.
- Submit a note from a doctor if will miss a deadline due to illness. Understand that illness does not excuse penalties for a missed deadline.
- Any classwork not submitted by the deadline may result in a grade of 0. That will have an impact on your final grade.

## Netiquette

Netiquette is a set of rules for behaving properly online, including in this online course. Discussion, chat, and e-mail spaces in this course are for class purposes only, unless otherwise stated. Conduct yourself collegially and professionally. As I am sure you are aware, sometimes cyberspace makes it easy for people to forget that they are interacting with other real people. [Review this document](#) for Netiquette rules and guidelines.

## A NOTE ON GRADES

On the first day of class, everyone has 0 points. Think of this class as a Designer[RPG](#).

Week 1: Everyone = Level 0

Here's how to level up:

- 1) Log in to the course each week.
- 2) Navigate weekly modules, complete tasks.
- 3) Submit materials by the deadline.
- 4) Repeat until Game Over.

**\*\*Note:** Any combination of these steps may advance your level in the game but may not result in your desired WIN state. Legendary status cannot be unlocked without completing these steps REPEATEDLY.

## Grade Scale

A 90 - 100% B 80 - 89.9% C 70 - 79.9% D 60 - 69.9% F < 60%

## FINAL EXAM

This class does not have an in-person final exam. Your final assignment is due via Canvas by 11:59 p.m. on our scheduled exam day.

## Semester Schedule

Date	Modules	Lessons
August 24, 2020	Start Here	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Syllabus</li> <li>• Tech Survey</li> <li>• What is learning?</li> <li>• How is online learning different?</li> </ul>

		<ul style="list-style-type: none"> <li>• Tools: Flipgrid, Gravit, Pxlr, Premiere Rush, CodePen, Adobe Spark</li> <li>• What is design?</li> </ul>
August 31, 2020	Intro to Design	<ul style="list-style-type: none"> <li>• Visual Design</li> <li>• Principles</li> <li>• Elements</li> </ul>
September 7, 2020	Design Essentials	<ul style="list-style-type: none"> <li>• Layout &amp; Composition</li> <li>• Color</li> <li>• Type</li> </ul>
September 14, 2020	Design Tools Overview	<ul style="list-style-type: none"> <li>• Workflow</li> <li>• Creative File Management</li> <li>• Gravit</li> <li>• PxlrE</li> <li>• Premiere Rush</li> <li>• Adobe Spark</li> </ul>
September 21, 2020	Gravit	<ul style="list-style-type: none"> <li>• Vector Images using Gravit</li> </ul>
September 28, 2020	Logo Lab	<ul style="list-style-type: none"> <li>• Logo Design</li> <li>• Logo Production</li> </ul>
October 5, 2020	Pixlr E	<ul style="list-style-type: none"> <li>• Raster Images using Pixlr E</li> </ul>
October 12, 2020	Web Design Lab	<ul style="list-style-type: none"> <li>• Web Design</li> <li>• Wireframing</li> </ul>
October 19, 2020	Premiere Rush	<ul style="list-style-type: none"> <li>• Video using Premiere Rush</li> </ul>
October 26, 2020	Video Lab	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
November 2, 2020	CodePen	<ul style="list-style-type: none"> <li>• HTML</li> <li>• CSS</li> <li>• Standards</li> </ul>
November 9, 2020	Web Design Lab	<ul style="list-style-type: none"> <li>• Producing the Wireframe</li> </ul>
November 16, 2020	Web Design Lab	<ul style="list-style-type: none"> <li>• Styling the Wireframe</li> </ul>
November 23, 2020	HOLIDAY	<ul style="list-style-type: none"> <li>• Thanksgiving Week</li> </ul>
November 30, 2020	Adobe Spark	<ul style="list-style-type: none"> <li>• Branding &amp; Portfolios using Adobe Spark</li> </ul>

December 7, 2020	Finals	<ul style="list-style-type: none"> <li>• Portfolios Due</li> </ul>

## JOUR 3210 – Statement of Student Learning Outcomes

The following learning objectives apply to this course:

- Understand concepts and apply theories in the use and presentation of images and information.
- Think critically, creatively, and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

## **MSOJ Syllabus Statements**

### **JOURNALISM REQUIREMENTS & GUIDELINES**

#### **JOURNALISM COURSE REGISTRATION**

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test and all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

#### **RE-TAKING FAILED JOURNALISM CLASSES**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

#### **TEXTBOOK POLICY**

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

#### **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

#### **ACADEMIC ADVISING**

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

§ It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.**

Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

### JOURNALISM EQUIPMENT CHECK OUT

Please go to the URL below and fill out the form that allows you to check items out for this term. You just have to do this once each semester.

<https://journalism.unt.edu/equipment-checkout>.

Equipment may be checked out in room 111 in the General Academic Building. Checkouts are for the duration of your summer term, unless otherwise stated. Email [joey.senz@unt.edu](mailto:joey.senz@unt.edu) to request equipment and to schedule a time to pick it up. Extensions will be granted on a case by case basis once the items are checked out.

The violations for late returns are as follows:

1<sup>st</sup> late infraction – 1 week ban from checking out equipment.

2<sup>nd</sup> late infraction – 3 weeks ban from checking out equipment.

3<sup>rd</sup> infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email [joey.senz@unt.edu](mailto:joey.senz@unt.edu) and let him know. Active communication brings leniency in many cases.

### Fall 2020 Important Dates

Deadline	Regular Academic Session	8W1	8W2
Any time before the first day of class a student may cancel their courses for the upcoming session through <a href="#">myUNT</a> . See the link for complete instructions on canceling classes <a href="https://registrar.unt.edu/registration/canceling-classes">https://registrar.unt.edu/registration/canceling-classes</a>			
Classes Begin	Aug 24	Aug 24	O c t

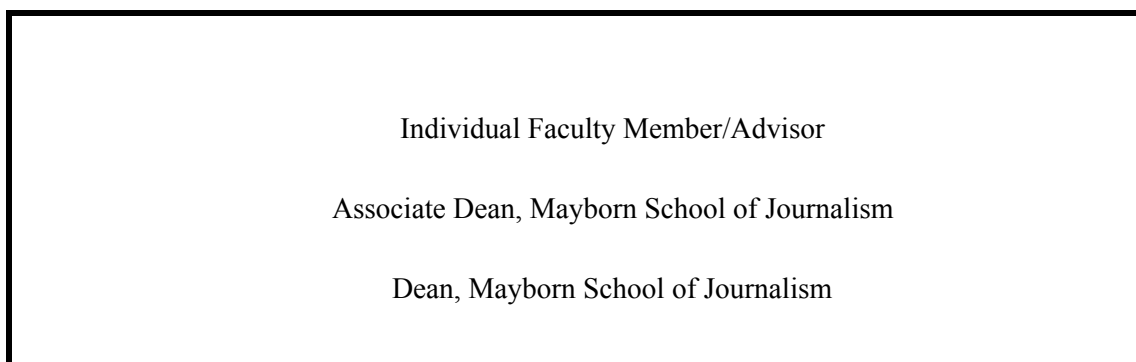
			1 9
Labor Day (no classes; university closed)	Sept 7	Sept 7	Se pt 7
Census	Sept 5	Aug 31	O c t 2 6
Beginning this date a student may drop a course with a grade of W by completing the <u><i>R equest to Drop Class</i></u> form and submitting it to the Registrar's Office. See link for complete instructions <a href="#">D ropping a C lass</a> .	Sept 6	Sept 1	O c t 2 7
Last day for change in pass/no pass status	Oct 2	Sept 11	N o v 6
Mid-semester	Oct 16	Sept 18	N o v 1 3
Last day for a student to drop a course. Grades of W are assigned.	Nov 2	Sept 28	N o v 2 3
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 9	Sept 28	N ov 23
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 20	Oct 9	D e c 4



Thanksgiving Break (no classes, university closed)	Nov 26 - 27	Nov 26 - 27	Nov 26 - 27
Pre-Finals Days	Dec 2-3	N/A	N/A
Last Regular Class Meeting	Dec 3	Oct 15	Dec 10
Reading Day (no classes)	Dec 4	N/A	Dec
<u>Final Exams</u>	Dec 5 - 11	Oct 16	Dec 11
End of Term	Dec 11	Oct 16	Dec 11

### **ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



### **OFFICE OF DISABILITY ACCOMMODATIONS**

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any

delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

### **COURSE SAFETY STATEMENTS**

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### **ACADEMIC DISHONESTY**

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

### **MSOJ ACADEMIC INTEGRITY POLICY**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

### **FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

### ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

### COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

### IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

### EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your

instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

### **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 short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at [www.spot.unt.edu](http://www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

Term	Survey Administration Dates
<a href="#">8W1</a>	11/30 – 12/10
<a href="#">Fall</a>	11/16 – 12/3
<a href="#">8W2</a>	10/5 – 10/15

#### **Acceptable Student Behavior:**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

#### **Classroom Policies**

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

### **SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and

gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources\\_0](http://deanofstudents.unt.edu/resources_0). Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

## MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness center, 1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>

2. Counseling and Testing Services\*

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

<https://studentaffairs.unt.edu/counseling-and-testing-services>

3. UNT CARE Team\*

Dean of Students, University Union

940-565-2648

[careteam@unt.edu](mailto:careteam@unt.edu)

<https://studentaffairs.unt.edu/care>

4. Psychiatric Services

940-565-2333

<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>

5. Individual Counseling\*

940-369-8773

<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>

\*Services are free to UNT students

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (Family or partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
  - During office hours, M-F, 8 a.m. to 5 p.m. 940-565-2741
  - After hours 940-565-2741
  - Crisis Line Text CONNECT to 741741
  - Live chat <http://www.suicidepreventionlifeline.org>