

JOUR 3210 Applied Design Online

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.

Objectives

In this course, you will learn about communicating visually and gain hands-on experience producing graphic and Web designs intended for audiences in a diverse society. 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 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.
- Make a habit of considering the ways visual and symbolic communication can be inclusive, cover the under-covered and mitigate bias and prejudice.
- Develop project management skills through critical observation and thinking
- In addition to these technical skills, you will also develop the professional skills necessary to your success in the academic and business worlds. These skills include: Organization, Time Management, Deadline Awareness, Constructive Criticism

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
- Adobe CC: Photoshop, Illustrator, InDesign

Texts

- LinkedIn Learning (Lynda.com) via UNT EUID
- YouTube/Online materials via Canvas
- Available through UNT Libraries online:
 - Hagen, R., & Golombisky, K. (2017). *White space is not your enemy: A beginners guide to communicating visually through graphic, web & multimedia design*. Boca Raton: CRC Press, Taylor & Francis Group.

Software/Resources

- Adobe CC: Illustrator, Photoshop, InDesign
- 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

The Mayborn School of Journalism provides a computer lab with course software installed for you to complete your work. ****Note:** Using other labs on campus can create problems for you such as incorrect or corrupted file types. Please review the Computer Lab Policies: <http://journalism.unt.edu/about-us/studios-and-labs/computer-lab-policies>

Mac Lab Location: Sycamore Hall (SYC) 226

Mac Lab Hours:

- Monday – Thursday: 9:00 am to 10:00 pm
- Friday: 1:00 pm to 6:00 pm
- Saturday: Closed
- Sunday: 1:00 pm to 8:00 pm

Expectations

For Applied Design you should expect to work in the lab 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 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. You will not need to activate this subscription until week 3.

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 n00b.

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. BOSS 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		Unit
August 26, 2019	Week 1	Start Here
September 2, 2019	Week 2	What is Design
September 9, 2019	Week 3	Principles of Design
September 16, 2019	Week 4	Mini Art School, InDesign
September 23, 2019	Week 5	Type, InDesign, Logo Lab
September 30, 2019	Week 6	Color Basics
October 7, 2019	Week 7	Adding Visual Appeal
October 14, 2019	Week 8	Infographics + Photoshop 2
October 21, 2019	Week 9	Poster Lab
October 28, 2019	Week 10	Infographics
November 4, 2019	Week 11	Design for Social
November 11, 2019	Week 12	Design for Web
November 18, 2019	Week 13	Print production overview
November 25, 2019	Week 14	Thanksgiving Week

December 2, 2019	Week 15	Final Project Intro
December 9, 2019	Week 16	Final Project Lab
December 16, 2019	Finals	Finals

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.

OFFICE HOURS

See page 1.

ATTENDANCE

See page 2.

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 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 the 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 24 hours from the time of checkout. If you need the items for 48 hours, please send an email with your professor's approval to adam.scott@unt.edu before you check out the equipment. Extensions will not be granted once the items are checked out.

For your convenience, the equipment room is open during the following times:

Mon-Thurs 9am-10pm

Friday 9am-6pm

Sat-Sun 12-6pm

(Anything checked out after 2pm on Thursday is due Monday morning.) The violations for late returns are as follows:

1st late infraction – 1 week ban from checking out equipment.

2nd late infraction – 3 weeks ban from checking out equipment.

3rd infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email adam.scott@unt.edu and let him know. Active communication brings leniency in many cases.

GAB 101 will be unlocked only by appt. <http://journalism.unt.edu/gab101>.

Fall 2019 Important Dates

Deadline	Regular Academic Session	8W1	8W2
Classes Begin	Aug 26	Aug 26	Oct 21
Labor Day (no classes; university closed)	Sept 2	Sept 2	Sept 2
Census	Sept 9	Sept 3	Oct 28

Beginning this date a student may drop a course with a grade of W by completing the Request to Drop Class form and submitting it to the Registrar's Office. See link for complete instructions Dropping a Class .	Sept 10	Sept 4	Oct 29
Last day for change in pass/no pass status	Oct 4	Sept 13	Nov 8
Mid-semester	Oct 18	Sept 20	Nov 15
Last day for a student to drop a course.	Nov 4	Sept 30	Nov 25
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 11	Sept 30	Nov 25
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 22	Oct 11	Dec 6
Thanksgiving Break (no classes, university closed)	Nov 28 - Dec 1	Nov 28 - Dec 1	Nov 28 - Dec 1
Pre-Finals Days	Dec 4-5	N/A	N/A
Last Regular Class Meeting	Dec 5	Oct 17	Dec 12
Reading Day (no classes)	Dec 6	N/A	Dec 6
Final Exams	Dec 7 - Dec 13	Oct 18	Dec 13
End of term	Dec 13	Dec 13	Dec 13

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:

Individual Faculty Member/Advisor

Associate Dean, Mayborn School of Journalism

Dean, Mayborn School of Journalism

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 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. Academic dishonesty will result in the student being reported to the Dean of Students, Dean of the MSOJ, and dropped from the course.

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 previously 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. We do not have an in-person final exam. The final project for our course is due online during the finals week for this semester.

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. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so 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 ensure 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 another 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) 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 an 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. 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) 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 or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
<u>8W1</u>	October 8 – October 17
<u>Fall</u>	November 18 – December 5
<u>8W2</u>	December 2 – December 12

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

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, HARASSMENT, & 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. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.