

Course Description

Applied Design for Strategic Communicators will operate as a design studio in a lab setting combining readings, discussion, and hands-on design and production experience. Working individually, and in design teams, students will learn software applications and design processes for strategic communications.

What We Will Learn

Today's strategic communicators operate in a technology-oriented industry and must keep up with the pace of rapidly iterating projects, technology, hardware, and software applications. In this course we will develop the skills necessary to be successful and versatile in the media communications industry. You will practice the following skills and learn software applications as they relate to your sequence:

- Communication and project management
- Design thinking and critique
- Adobe CC: Photoshop, Illustrator, InDesign
- HTML/CSS basics

Texts

No required text. Exercise materials will be available via Blackboard.

Materials

A Mac-compatible min 8GB (16GB+ recommended) USB Flash Drive

A notebook or digital recorder to take notes

Objectives

- Gain an appreciation of design, type and space as the building blocks of visual communication
- Understand the usage of various industry standard computer applications
- Raise and refine your computer skills
- Develop strong project management skills through critical observation and thinking
- In addition to these technical skills, you will also develop the professional skills necessary to your survival and success in both the academic and business worlds. These skills include: Organization, Time Management, Deadline Awareness, Constructive Criticism

Lab hours

The Mayborn School of Journalism provides a computer lab for you to complete your work. Note: Be sure to use the The Mayborn School of Journalism computer labs in GAB 305 or GAB 319 to complete your work.

Warning! Using other labs on campus can create major problems for you such as files that not in the correct version or can get corrupted.

Expectations

For applied design, and all your classes, you should expect to work in and outside of class. A good rule of thumb is that you should 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 computer program.

Please take advantage of tech support, hacker hours, and my office hours whenever you like, **but especially if**

you are struggling. Expect to struggle, it is part of the learning process. While uncomfortable and frustrating, you will work through your challenges, I am here to support you, and you will it and become a better designer through these experiences.

Below are the computer hours the lab GAB 305 will be open:

- 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

Software/Resources

Adobe CC: Illustrator, Photoshop, InDesign

Text Wrangler, Sublime Text

Subscription to Software

If you have your own Mac and want to work at home you can download the software from Adobe.com. They have a student price that allows you to use the Creative Suite. Note: If you choose to purchase software, there may be version discrepancies between your tech and the computer lab. We will discuss these issues in class.

Class Etiquette

Once in the classroom, silence your cell phone and keep it packed inside your purse or backpack. When class instruction is occurring, you may not surf the web or check e-mail; if you do, you may be asked to leave that class and you'll be counted absent. No FOOD or DRINK is allowed in the classroom.

Attendance

- Attend class and participate. This is a skills-based course, you must come to class to learn, practice and ask questions.
- First Class Day Attendance: Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.
- There are no unexcused absences in this class.
- This is a hands-on, skills based course, therefore it is important to attend every class and to be on time.
- Being late may cause a disruption of the timing of the lecture and understanding of the lab work.
- If you have an extraordinary problem (visit to the emergency room, auto wreck, death in the family) that will prevent you from attending class, you must communicate with the instructor prior to class time. E-mail will generally be checked a few hours prior to class, but not after class has started. Bring a note from a doctor if you are absent due to illness. Understand that illness is not an excused absence.
- If you miss class, it is your responsibility to keep up with any changes in this syllabus and additional assignments. Take advantage of the course Slack to communicate with each other and ask questions.
Get to know a classmate as the instructor is not responsible for you catching up on the lecture notes.
- Any in class work missed due to an unexcused absence may result in a grade of 0. That will have an impact on your final grade.

Weekly Exercises and Homework

The majority of the assignments will need to be submitted via the TURN IN link on the course Blackboard. Materials for each set of exercises and your homework will be uploaded to the course Blackboard. The files for your exercises are sometimes provided in a compressed .zip folder. When you complete the exercises you should put your files into a folder and compress the folder before you turn it in. When you compress the folder it becomes a .zip file. That is the file you should submit to me. We will discuss this process in class and

you should contact me if you have questions.

TURNING IN HOMEWORK

- Remember that your homework is due by EOD the before the next class, submitted via the TURN IN link on our course blackboard.
- When you turn in your homework, all your files (10 files - 5 .ai, 5 .pdf) should be in one folder with the following naming convention: "FIRST NAME SECTION# Illustrator Ex 1 2015"
- Replace FIRST NAME with your first name and SECTON# with your section number. For example, my folder would read as: "Juli 001 Illustrator Ex 1 2015"
- If you are using the most current version of Creative Cloud you must retrosave your files - please use "CS4 or later". If you are working in the MAC lab this is not an issue for you.
- Also, remember to compress (zip) your folder before you upload it. Here is a link that will walk you through the steps to compress, with images: <http://www.macinstruct.com/node/159>

The course schedule in this syllabus works as checklist that you can use to keep track of what assignments you have accomplished. Make a print of it.

- All work will be usually collected on a weekly basis unless otherwise specified.
- All assignments should be turned in via Blackboard by 11:59 p.m. the day before class.
- No work will be accepted through E-mail unless approved by the instructor.
- If you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor before the project is due.

Office Hours

My tech support hours are listed on the first page of the syllabus. I am available other days and times to meet virtually, by phone, or in the office, by appointment. Please contact me to book a time. I'll need a minimum of 24 hours notice to respond. Generally, I will respond to email within 48 hours.

Assignments/Grades

Assignments, divided by tasks that are usually worth 10 pts each, are outlined in the course pack. These are the major sections of the course:

- Intro to Design Exercises
- Illustrator Exercises
- Photoshop Exercises
- InDesign Exercises
- HTML/CSS Exercises

Final Exam/Project

We will discuss the final project toward the middle of the semester.

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 Blackboard by 11:59 p.m. on our scheduled exam day.

Design Studio Schedule

	WEEK OF	TASKS
1	JAN 17	Introductions & Syllabus, Mac Skills
2	JAN 24	HTML 1
3	JAN 31	HTML 2
4	FEB 7	Illustrator 1 – Intro
5	FEB 14	Illustrator 2 – Pen Tools Intro
6	FEB 21	Illustrator 3 – Pen Tools Intermediate
7	FEB 28	Illustrator 4 – More Techniques
8	MAR 7	Illustrator 5 – PC Logo
9	MAR 14 SPRING BREAK	Illustrator 6 – Mickey Tag Art
10	MAR 21	Photoshop 1 – Intro
11	MAR 28	Photoshop 2 – Additional Skills
12	APR 4	Photoshop 3 – Web Skills
13	APR 11	InDesign 1 – Intro
14	APR 18	InDesign 2 – Newsletter Layout
15	APR 28	InDesign 3 – Web Skills
16	MAY 1	Bringing it all together – Design Your Final Project
17	MAY 6-11, 2016 FINALS WEEK	No Class - Final project due via Blackboard

MSOJ Syllabus Statements

JOURNALISM REQUIREMENTS & GUIDELINES

(Statement for JOUR 1210, 2000, 2300 and 2310 syllabi only)

For journalism majors, not minors: This is a foundational (formerly called pre-major) class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an advisor.

(Statements for all JOUR courses)

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, all foundational courses, and Math 1680/1681. 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.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

OFFICE HOURS

T/Th 12-1:30 p.m. online via the course Slack, in-person by appointment.

ATTENDANCE

Attendance is mandatory. See "Attendance" bullet points above. If you miss class, it is your responsibility to keep up with any changes in this syllabus and additional assignments. Take advantage of the course Slack to communicate with each other and ask questions. **Get to know a classmate as the instructor is not responsible**

for you catching up on the lecture notes.

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://financialaid.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.

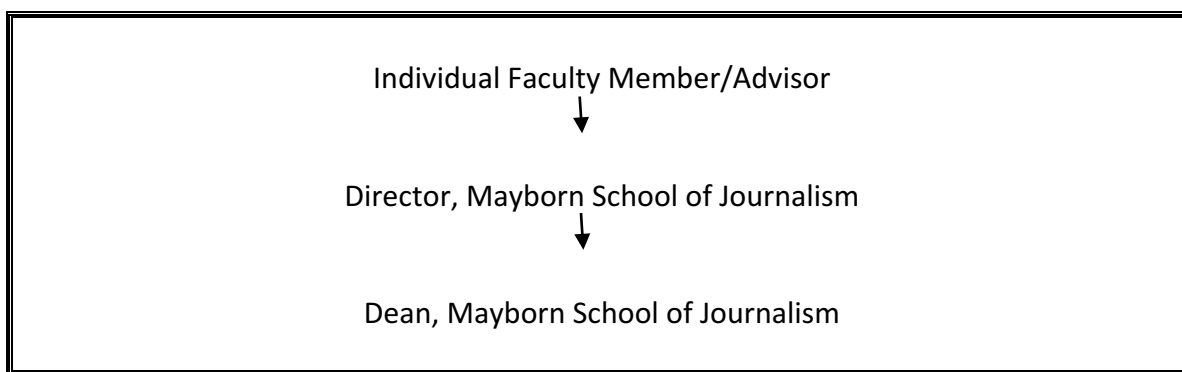
IMPORTANT DATES FOR SPRING 2017

January 16, 2017	MLK Day (university closed)
January 13–20, 2017	Student-requested schedule changes may be made during add/drop.
January 17, 2017	First class day
January 20, 2017	Last day for change of schedule other than a drop. (Last day to add a class.)
January 31 – April 4, 2017	Student may drop a course with written consent of instructor.
February 24, 2017	Last day for change in pass/no pass status.
February 24, 2017	Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.
February 25 – April 21, 2017	Instructors may drop students with a grade of WF for nonattendance.
March 13-19, 2017	Spring break (no classes)
April 17, 2017	Beginning this date a student who qualifies may request a grade of I, incomplete. (See "Grading system" in the Academics section of this catalog.)
April 21, 2017	Last day to withdraw from the semester. Process must be completed

	by 5 p.m. in the Dean of Students Office.
May 3–4, 2017	Pre-finals days
May 4, 2017	Last class day
May 5, 2017	Reading day (no classes)
May 6–12, 2017	Final examinations
May 12, 2017	End of term
May 12–13, 2017	Graduation ceremonies

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. **At a minimum, academic dishonesty will result in a failing grade, it is highly likely you will also be 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 18.1.16 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.

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).

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. 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 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) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. *This must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

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. 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 **Apr. 17 – May 4** to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester 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.

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

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. 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.

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.