



**MAYBORN SCHOOL OF JOURNALISM**  
**ADVG 1100 – APPLIED DESIGN FOR ADVERTISING AND PUBLIC RELATIONS**  
Fall 2025

**Class Day/Time**

Wednesday, 11am - 1:50pm

**Location**

Frisco Campus - Room 346

**Fall 2025**

August 20, 2025 - December 10, 2025

**Final Exam**

December 10, 2025

**Adjunct Professor**

Troy Scarlott

**Email:**

[Troy.Scarlott@unt.edu](mailto:Troy.Scarlott@unt.edu)

**OFFICE HOURS**

Wednesday, 2-3pm (after class)  
or by appointment

Please contact me via my UNT email and/or by attending office hours after class. I am available for 1-1 appointments on Wednesdays at the Frisco campus - before or after class. Please request 1-1 appointment via email and I will respond to confirm.

**COURSE DESCRIPTION**

**ADVG 1100: Applied Design for Advertising and Public Relations**

In this course, we will focus on the basic principles of strategic and effective design for communications (marketing, advertising, social media, public relations etc). You'll explore the creative process – developing a strategy, generating ideas, creating design comps and refining designs through an iterative creative process. For the course, you

will have the opportunity to work in-class as a lab with hands-on assignments using design tools (Adobe Creative Cloud) and also increase your knowledge and skillsets through weekly assignments. You will gain and build valuable knowledge that will empower you to create and design for all things marketing including, digital marketing, traditional advertising, social media, public relations, websites, and mobile applications.

1. **Introducing Design Tools:** You'll become familiar with the tools commonly used in design industries, with a focus on advertising and public relations. Through hands-on experience, you'll gain proficiency in using Adobe Creative Cloud software, specifically focused on Illustrator, Photoshop and InDesign. Additionally, you'll have the ability to explore open-source design tools including Canva, Figma etc
2. **Cultivating Design-Related Soft Skills:** To complement design skills and software knowledge, you'll develop essential soft skills that are design-oriented. These include understanding how to develop smart strategic direction, design through iterative process, present your ideas and designs, offer and receive constructive feedback, assess and improve your work, breakthrough creative obstacles, motivate yourself, find inspiration, embrace failure, collaborate effectively, work independently, and embrace uncertainty.

Learning and developing basic design skills takes a significant amount of time – and this course will offer time to learn in-class as well as expect learning and development outside of class. Please allocate a minimum of three hours per class session to prepare for upcoming in-class exercises. This approach ensures that you are well-prepared to engage during class.

**This course will focus on the following topics:**

- **Design Principles:** You will learn the basic principles of design, such as logic, grids, balance, contrast, alignment, proximity, repetition, and hierarchy. These principles are essential for creating visually appealing and effective designs.
- **Typography:** You will learn about typography, how to choose appropriate fonts, and how to use typography to enhance the readability, effectiveness and aesthetic of your designs.
- **Basic Color Theory:** You will learn about basic color theory and how to use color to evoke the right emotions and effectively communicate messages.
- **Software Proficiency:** You will develop basic proficiency with industry-standard design software like Adobe Creative Cloud (Illustrator, Photoshop, and InDesign) and online tools like Canva.
- **Composition and Layout:** You will learn how to organize visual elements utilizing logic, grids, margins and balance to create cohesive layouts.
- **Creative Thinking and Problem-Solving:** You will learn how to solve visual communication challenges through design - and practice

brainstorming, conceptualizing ideas, and thinking creatively to find design solutions.

- **Introduction to Visual Identity:** You will learn about creating branding including visual identities (logos, color palettes, typography, images etc) and how to apply to maintain consistency across different design elements.
- **Critique and Feedback:** You will learn how to give and receive constructive feedback – and important skill in design education. You will be encouraged to participate in class discussions and work critiques – where you will analyze design work and offer/receive input from peers and instructors.

## **PREREQUISITES**

None - This is an ADVG foundational course.

## **COMMUNICATION**

### **Email**

Communicating with students using the UNT student email account is part of the university's contract with students. For this course, we will use communicate with students in this class through the students' my.unt accounts (not personal email accounts)

### **Class**

Each student can communicate with me by Canvas, UNT email, in person before/after class, or set up appointment during office hours.

## **CLASS FORMAT**

This course format is based predominantly on an in-person lab and seminar. The success of a seminar is largely dependent upon student participation – working on in-class assignments, engaging in lectures and presentations, offering opinions and asking good questions. Students will get out of a seminar only what they put into it by way of preparing, attending, and participating in class presentations and discussions. The role of the instructor is primarily to lecture, guide discussions and debates, and evaluate student performance.

For this course, it's also important to read and study the textbook and develop design assignments outside of class – as your knowledge will grow exponentially by playing and experimenting with design and the design software.

## REQUIRED TEXTBOOK

***White space is not your enemy: A Beginners Guide to Communicating Visually Through Graphic, Web & Multimedia Design.***

Hagen, R., & Golombisky, K. (2025, 4<sup>th</sup> edition)  
Boca Raton: CRC Press, Taylor & Francis Group

## Textbook Policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore - and students can purchase the textbook through online bookstores etc

## REQUIRED MATERIALS

**For this course, you must have:**

- Required textbook
- Reliable and consistent access to a computer (Mac or PC) and bring your computer to class
- Reliable internet access
- **Adobe Creative Cloud for UNT Students**
- Access to Canvas (UNT's online platform for grades, assignments, etc.)
- A sketchpad or notebook (paper) and pen/markers of your choosing - please bring to class

## COURSE TECHNOLOGY & SKILLS

- Computer/Laptop with Video Camera
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Microsoft Office Suite
- Apple Keynote or Microsoft PowerPoint
- Canvas Technical Requirements  
(<https://clear.unt.edu/supportedtechnologies/canvas/requirements>)

## COMPUTER SKILLS & DIGITAL LITERACY

List of course-specific technical skills learners must have to succeed in the course:

- Using Canvas
- Using email with attachments
- Downloading and installing software

- Using spreadsheet programs
- Using presentation and graphics programs (PowerPoint, Keynote)

### **Design Software: Adobe Creative Cloud for UNT Students**

UNT has a contract with Adobe - the following link has the information students need to purchase a subscription and opt-out of an existing agreement that is at a higher price:

<https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

For questions or problems with your Adobe Creative Cloud subscription, email:

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

### **Technical Assistance**

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. At UNT, we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

### **UIT Help Desk**

UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>)

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940-565-2324

## COURSE DETAILS

### Grades

Based on the course format, in-class and out of class assignments, you can earn up to 1,000 points for the entire course based on the following criteria (below). Please note that your professor will make the determination of your final grade.

Final course grades will be awarded as follows:

Total Points	Letter Grade Received
900 – 1,000	A
800 – 899	B
700 – 799	C
600 – 699	D
500 – 599	F

### Grade Criteria

In this course you will demonstrate the growth of your hard and soft design skills, including:

- **Attendance:** (100 points max) Attendance points can only be earned by being in class and completing and submitting in-class lab assignments. Everyone in this class has an extremely important role.
- **Participation and Engagement** (100 points max): It is important to participate and engage in each and every class – to get the most out of the course format. Doing the work in-class and contributing to discussions and helping other students is essential to the creative process.
- **Design Proficiency - Adobe Creative Suite** (200 points max)  
You will learn how to design using Adobe Creative Suite, including InDesign, Photoshop, and Illustrator and other design tools (Canva, Keynote, PPT) and have the opportunity in-class and out of class to build knowledge and proficiency.
- **Design Assignments** (300 points max): Throughout the course, you will be given a series of design assignments focused on applying design concepts and building design knowledge with Adobe Creative Suite. The design assignments will build throughout the course – moving from simple to more complex.

- **Quizzes/Exams** (3 @ 100 points each; 300 points max): You will be given 3 quizzes/exams based on the course textbook and in-class lectures/presentations.

## NOTES AND TIPS

- Attend class each week - and participate!
- Be prepared with computer and assignment for in-class assignments
- Your computer must have Adobe Creative Suite (InDesign, Photoshop, Illustrator) installed and ready to use in class
- Watch and complete video tutorials for Adobe Creative Suite (InDesign, Photoshop, Illustrator) outside of class - on your own
- Keep your laptop fully charged for class and bring your charger, mouse etc as needed
- Allocate enough time outside of class for design assignments (3+ hours) as design requires play time and experimentation
- Complete each assignment - to the best of your ability- each week; export all assignments as a PDF, JPG or PNG and then submit
- Use Canvas to submit course assignment

## Course Assignments and Updates

Please note that the course schedule may change throughout the semester – it's important to attend class to stay up to date on topics and assignments.

Class	Topic(s)	In Class	After Class/Prepare For Next Class
1	Introductions; Overview of course and requirements; Discussion and in-class assignment on brand attributes and the emotions of design	Assignment 1: Develop personal brand mood board	Read Chapter 1 and 2  Install Adobe Creative Cloud on computer  Design mood board

2	Designing for Communication and Big Ideas The Basic Elements of Design	Assignment 2: Finalize mood board design and turn-in	Read Chapter 3 - I need to design this today  Design assignment
3	Introduction of Adobe Creative Cloud Design Tools – InDesign, Photoshop, Illustrator	Assignment 3: In class assignment using creative cloud	Read Chapter 4  Design assignment
4	Overview of Design principles and layouts	Assignment 4: In class assignment applying design principles and developing layouts	Read Chapter 5: Elements and Principles of Design  Design assignment
5	Intro to InDesign	Assignment 5: In class assignment using InDesign	Read Chapter 6: Visuals and Type Layout  Design assignment
6	InDesign - layouts and hierarchy  <b>QUIZ 1: Covering Textbook Chapters 1 - 6, and Classes 1 - 5</b>	Assignment 5: In class assignment using InDesign	Read Chapter 7: All about typefaces, fonts, families, etc.  Design assignment



7	Intro to typography	Assignment 6: In class assignment using Creative Cloud and type	Read Chapter 8: Basics of choosing color  Design assignment
8	Intro to Photoshop: applying color	Assignment 7: In class assignment using Creative Cloud/Photoshop and color	Read Chapter 9: Photos and Illustrations  Design assignment
9	Intro to Photoshop: developing images/photos	Assignment 8: In class assignment using Creative Cloud/Photoshop and images	Read Chapter 10 & 11: Infographics, Storyboarding  Design assignment
10	The power of storytelling	Assignment 9: In class assignment using Creative Cloud	Read Chapter 12: Design for social media  Design assignment
11	Social media design	Assignment 10: In class assignment using Creative Cloud and/or Canva	Read Chapter 13: Designing for Web  Design assignment

12	<p>Introduction to Illustrator - and vector graphics</p> <p><b>QUIZ 2: Covering Textbook Chapters 7 - 13, and Classes 6 - 11</b></p>	<p>Assignment 11: In class assignment using Creative Cloud and/or Canva</p>	<p>Read Chapter 14: Conclusion</p> <p>Design assignment</p>
13	<p>The art of looking (aka design inspiration)</p>	<p>Assignment 12: In class assignment using Creative Cloud</p>	<p>Design assignment</p>
14	<p>The big campaign - applying it all</p>	<p>Assignment 12 (continued): In class assignment and presentations</p>	<p>Design assignment</p>
15	<p>Student presentations, Course review, Prep for final exam</p>	<p>Assignment 12 (continued): In class assignment and presentations</p>	
<b>UNT Final Week/Final Exams – Dec. 6-12</b>			
16	<p><b>ADVG 1100 Final Exam - Dec. 10</b></p> <p>Final Exam will cover all textbook chapters, lectures and assignments from the entire course</p>	<p>Final Exam</p>	

## **Assignments**

Assignments will be accepted up to **one week past the due date (the next class)**.

- All late work is to be submitted electronically through Canvas or sent to professor's UNT email (if needed). If you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor *before* the project is due.

## **Attendance**

Attendance is mandatory for every class. No more than one missed class with an excused absence such as illness, personal business or other excusable reasons will be allowed. All excused absences require documentation and approval of the instructor in advance. Documentation becomes the property of the instructor, so make a copy for your own records.

## **Missed classes**

Students who miss class are still required to turn in all due assignments and be prepared for the next class meeting. It is the responsibility of each student to contact someone from the class to secure lecture/announcements and to verify assignments. The instructor isn't responsible for updating students who miss class who do not provide an excused absence.

## **Tardiness** (arriving late to class)

Being late or leaving early without the instructor's permission counts as an absence at the discretion of the instructor. Two tardies will count as an unexcused absence.

## **Excused Absences for University Extracurricular Activities**

Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments that they missed as a result of their participation. However, it is the responsibility of the student to plan in advance with the instructor prior to any scheduled examination or assignment to arrange for making up the work.

## **Religious Observance**

Students wishing to observe religious occasions that require missing class should notify the instructor in writing at the beginning of the semester, and should discuss with the instructor in advance, acceptable ways of making up any work missed because of the absence.

## **Class Protocol**

During class, please 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 email. We will have class breaks to check email and phones.

## **Classroom Policies**

Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a University excused absence such as active military service, a religious holy day, or an official University function as stated in the <https://policy.unt.edu/policy/06-039>. If you cannot attend a class due to an emergency, please let me know.

## **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.

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. Plagiarism, in a nutshell, is using other people's written words or published ideas as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

**Students found to plagiarize work in this class will be subject to failure of the class and further discipline by the University of North Texas at the discretion of the instructor.** Penalties for academic dishonesty may range from failure of the individual project to failure of the class and possible expulsion from the university.

## **Artificial Intelligence (AI) Academic Integrity Policy**

Unauthorized use of AI programs beyond explicit assignments constitutes academic dishonesty and violates integrity. Violators will receive a grade of "0" and be subject to disciplinary action from [UNT Integrity Council](#).

**Original Thinking Emphasis:** AI is not a replacement for original thinking. All work done in this class should begin with personal research followed by insights and strategic planning. AI usage, if applicable, should be an outgrowth of this process.

**Guided AI Application:** Generative AI tools may be occasionally used for assignments to teach effective technology utilization, especially for agency and client projects. Similar to using programs like GPS, AI serves as a tool to help users reach a destination, but the user must always determine and verify the final destination.

Seeking Guidance; Students uncertain about AI tool usage may directly consult the instructor or seek advice from the [University Policy Office](#).

Maintaining Academic Integrity With AI:

- Prioritize personal research and strategic planning.
- Use AI tools under guided circumstances.

Unauthorized AI usage will result in “0” grade and reporting to the UNT Integrity Council.