Instructor: Professor Vanessa Joyner
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(The best way to contact me is by email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

Course Overview:
Media Design and Production is a course that allows for the learning of various technologies that will aid students in the task of producing print and digital layouts. These technologies include applications from the Adobe Creative Cloud applications. The applications that will be focused on are Photoshop, Illustrator, InDesign, and Adobe XD and design basics. There is no prerequisite knowledge needed for this course

Student Learning Outcomes:

1) Students will understand and apply the learned concepts and theories in the use and presentation of images, pages, information, tools, and technologies from the assigned Adobe CC applications.
2) Demonstrate an ability to learn several computer software applications.
3) Incorporate learned knowledge into practical creative project design by evaluating the perimeters of a project and skillfully completing it.
4) Be able to successfully test learned knowledge of each given application in addition to the practical application of software.

Required Textbooks and Readings: At Bookstore

Adobe Creative Cloud Classroom in a Book
By: Joseph Labrecque
Publisher: Adobe Press PTG
Print ISBN: 9780137914708, 0137914709
eText ISBN: 9780137914951, 0137914954
Edition: 1st
Copyright year: 2023
Or through VitalSource
https://www.vitalsource.com/referral?term=9780136870418

Adobe Creative Cloud Subscription (Online Only)
This places the Creative Suite applications onto your personal computer.
"Creative Cloud Complete" Subscription at this link: http://bit.ly/1U4ed9u. This is the software to be downloaded to students' computers and needed to operate the applications to be learned in this class.

Special Course Notes: -- The listed items are required.

1) SUBSCRIPTION - This course (face-to-face) requires you to obtain a **subscription** to Adobe Creative Cloud (details under Required Textbooks and Readings), an external website/a resource to connect you to the applications necessary to complete your homework assignments.
2) A PC OR MACINTOSH COMPUTER - Capable of running graphic applications. A minimum of 8 Gb of RAM or more. Mini-computers are not recommended.
3) COURSEBOOK LISTED ABOVE.
4) COMPUTERS IN CAS 106 - Available for face-to-face and online classes. The schedule of availability should be on the door of CAS 106. Typically, there is more daytime availability on Mondays and Wednesdays. The lab is available most days until 8 PM. A Lab Tech is available in the Multimedia Production studio next door for assistance.
5) LAB TECH - For assistance, a Lab Tech is at your disposal in the Multimedia Production Studio next door to CAS 106.
6) LEARN TOOLS - A large part of this course is comprised of learning graphic design tools by exercises, exams, and projects.
7) MODULES – Work assigned in (Story, Newspaper, Newspaper Article, Magazine)
8) CRITIQUES – Attendance and participation are required.
9) CONSENT FORM – Photography/Video.
10) MEMBERSHIPS – I would like all to consider joining the Design Club. Especially the Graphic Design Minors. More information to come.

Assignments and weights/point values

1.	Lessons (Adobe Creative Cloud applications):	25%
2.	Exams (4):	30%
3.	Projects (3):	
	Brochure, Poster, Editorial Logo	35%
4.	Critiques (Minimum of 4):	5%
	Total	100%

Grading Scale:
A   90% or greater
B   80 – 89%
C   70 – 79%
D   60 – 69%
F   below 59%

Late Work and Make-Up Exams: UT Tyler does have a Class Attendance policy in the catalog. For those unexpected events that occur in our lives, most of the time you will receive full credit for late work. Other situations may result in a 10 – 20 pt. grade reduction.

Graded Course Requirements Information: *TEC 51.9705 (HB 2504) requires that you list AND describe all major assignments. It is absolutely acceptable to provide an overview and note that detailed information will be provided in class.*
Zoom Meeting: this is an opportunity where you meet with the instructor and to discuss your poster project assignment.

Adobe Creative Cloud Lessons and Exercises: These exercises (assignments) will give you an understanding of the major tools to be used for designing graphics. We begin with the page application InDesign, next the image application called Photoshop, and then the illustration application called Illustrator and finally Adobe XD. The exercises are tutorial lessons that consist of step-by-step methods of creating a variety of pre-designed compositions.
The lessons are followed up by a Project within the same Module. *Details in Canvas.*

Exams (4): The exams will be a review of the major concepts learned from the assigned applications.

Projects (3): All of the projects are considered application which is a way to present or demonstrate what you have learned about each application.
InDesign Brochure – Will be the re-creation of a simple brochure
Movie Poster – This is the major Photoshop project of the year.
Editorial Logo – In an effort to familiarize with not only the potential for Illustrator to create great logos, but also how to create logos that tell a story.

Critiques (4): Participate in the Movie Poster Critiques and the Editorial Logo Critiques.

Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)

A – Assignment   LEC – Lecture   DIS – Discussion   CRIT – Critique   IND – InDesign.   PSD – Photoshop   ILLU - Illustrator

AUGUST 2023				
Unit 1: Begin: Introduction				
Week #		Date	Class Topic	Readings & Work Lessons
Week 1	T	8/22	LEC – Introductions Syllabus Introductory Exercise Getting Started Quiz Due: 8/31	
	TH	8/24	LEC – Books LEC - How to Download Files: Bridge, InDesign, Photoshop, Illustrator, and XD	
Week 2	T	8/29	LEC - Adobe Bridge A – Contact Sheet, Due 8/31	
	TH	8/31	LEC – How They Work – Canva QUIZ - Getting Started DUE - Introductory Exercise DUE - Contact Sheet	
Week 3	T	9/5		

	TH	9/7	LEC –Canva Exercise:	
Week 4	T	9/12	LEC – Fundamentals of Design with Adobe Express Exer: Due Sept 28, 2023	
	TH	9/14	LEC – Ch 1 Creative Cloud Desktop and Mobile Applications Exer: Due Sept 28, 2023	
Week 5	T	9/19	LEC – Ch 2 Cloud-Based Photography with Lightroom Exer: Due Sept 28, 2023	
	TH	9/21	LEC – Ch 3 Raster Image Compositing with Photoshop And, more info on Photoshop	
Week 6	T	9/26	LEC – Ch 4 Designing Vector Graphics with Illustrator Exercise, Due Oct 12, 2023 Assign: Movie Poster, Due Oct 5, 2023	
	TH	9/28	LEC – Ch 5 Managing Page Layout with InDesign Exercise, Due Oct 12, 2023 Work on Movie Poster CRIT: Funda of Des, Ch1, Ch2	
Week 7	T	10/3	Work on Movie Poster	
	TH	10/5	CRIT: Movie Poster	
Week 8	T	10/10	LEC – Ch 6 Prototyping for Screens with Adobe XD Also, "Get Started with Adobe XD: Design"	
	TH	10/12	LEC – Ch 7 3D Rendering with Dimension Exercise, Due CRIT: Ch 4, Ch 5	
Week 9	T	10/17	LEC – Ch 8 Producing Audio Content with Audition Exer: Due Oct 31, 2023	
	TH	10/19	LEC – Ch 9 Sequencing Video Content with Premiere Pro Exer: Due Oct 31, 2023	
Week 10	T	10/24	LEC – Ch 10 Compositing Motion Graphics with After Effects Exer: Due Oct 31, 2023	

	TH	10/26	LEC – Ch 11 Animating Interactive Content with Animate Exercise	
Week 11	T	10/31	Critique: Ch8, Ch 9, Ch 10 LEC Illustrator	
	TH	11/2	LEC Illustrator	
		11/7	Assign - Editorial Logo	
Week 12	T	11/9	CRIT - Thumbnail Sketches for E-Logo	
	TH	11/14	Work on E-Logo	
Week 13	T	11/16	CRIT 1 - E-Logo	
	TH	11/21	Thanksgiving	
Week 14	T	11/23	Thanksgiving	
	TH	11/28	Work on E-Logo	
Week 15	T	11/30	CRIT 2 Final - E-Logo Exam - Illustrator Chapters 1 - 8	