Instructor: Professor Vanessa Joyner
Office: CAS 224   Phone: 903-566-7301   Email: vjoyner@uttyler.edu
(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 students to learn various technologies that will aid them in producing print and digital layouts. These technologies primarily include applications from the Adobe Creative Cloud applications. We will also cover the basics of using Canva and Adobe Express. The Adobe applications focused on are Photoshop, Illustrator, InDesign, and Adobe XD. Design basics will be covered to assist students with posters, brochures, greeting cards, and logo creations. 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=9780137914951

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

Week #		Class Topic	Readings & Work Lessons
Week 1	T 1/16	*See Syllabus Module* *Course Info., Meet Instructor, etc* *See Start Here Module* *ASSIGN GETTING STARTED QUIZ, Due 1/23* *(To ensure an understanding of course expectations)* *ASSIGN INTRODUCTORY EXERCISE, (Poster), Due 1/23*	*By the beginning of next week, please purchase your book, and have your Adobe Creative Suite software downloaded to your computer* *The computers in CAS 106 are also available for use according to schedule posted. Lab typically open until 8 PM.*
	TH 1/18	*ASSIGN EXERCISES* *LEC/VIDEO – CONT. GETTING STARTED & Books, Loading Adobe Creative Cloud* *LEC/VIDEO - How to Download Files* *(Complete the above by 1/23)*	
Week 2	T 1/23	*ASSIGN EXERCISES* *LEC/VIDEO – Adobe Bridge, Contact Sheet, Due 1/30* *LEC/VIDEO – Canva Exercise, Due 1/30*	
	TH 1/25		*DUE* 1. *Introductory Exercise on Padlet Wall* 2. *Getting Started Quiz*
Week 3	T 1/30	*ASSIGN EXERCISES* *LEC/VIDEO – Fundamentals of Design with* *Adobe Express, Due 2/6* *Read Only – Ch 1 Creative Cloud Desktop and Mobile Applications*	*SUBMIT EXERCISES* 1. *Adobe Bridge Contact Sheet* 2. *Canva*

		LEC/VIDEO – Ch 2 Cloud-Based Photography with Lightroom, Ch 3 Raster Image Compositing with Photoshop, Due 2/6	
	TH 2/1		
Week 4	*T2/6*	==ASSIGN EXERCISES== *LEC/VIDEO Photoshop on the Web Exercises, Due 2/13 Greeting Card in Photoshop, 2/13*	==SUBMIT EXERCISES== *1. Bonus Adobe Express 2. Chapter 2 Lightroom, Chapter 3 Raster Image*
	TH2/8		
Week 5	*T 2/13*	==ASSIGN MOVIE POSTER== *Poster Prep includes: Poster Idea, Contact Sheet, Thumbnail Sketches, Text & Filter Exercise Critique 1 Poster Prep, Due 2/20 Critique 2 1st Proof Poster, Due 3/5 Critique 3 2nd Proof Poster, Due 3/19*	==SUBMIT EXERCISES== *1. Photoshop on Web Exercises 2. Greeting Card*
	TH 2/15		
Week 6	*T 2/20*	==CRITIQUE 1 POSTER PREP==*/Choose best Thumbnail Sketch*	
	TH 2/22	*Work on Movie Poster*	==*Exam:*== *Fund of Des & Chapters 1 – 3 (22nd – 23rd)*
Week 7	*T 2/27*	*Work on Movie Poster*	
	TH 2/29	*Work on Movie Poster*	
Week 8	*T 3/5*	==CRITIQUE 1 1st PROOF MOVIE POSTER==	
	TH 3/7	*LEC/VIDEO – Ch 4 Designing Vector Graphics with Illustrator, Due 3/19*	
==*Week 9*==	==*T 3/12*==	==*SPRING BREAK*==	
	==*TH 3/14*==	==*SPRING BREAK*==	
Week 10	*T 3/19*	==CRITIQUE 2 2nd PROOF MOVIE POSTER FINAL== *Illustrator* ==ASSIGN EDITORIAL LOGO== *Thumbnails Due: 3/21 Critique 1, 1ST Proof, Due 4/2*	==SUBMIT EXERCISE== *1. Chapters 4 Designing Vector*

		Critique 2, 2ⁿᵈ Proof, Due 4/4	
	TH 3/21	==*CRITIQUE 1 THUMB SKETCHES*== *for E-Logo / Choose best*	
Week 11	*T 3/26*	*Work on E-logo*	
	TH 3/28	*Work on E-logo*	
Week 12	*T 4/2*	==*CRITIQUE 1 E-LOGO*==	
	TH 4/4	==*CRITIQUE 2 E-LOGO*==	
Week 13	*T 4/9*	==*ASSIGN EXERCISES*== *LEC/VIDEO – Ch 5 Managing Page Layout with InDesign, Due 4/16* *LEC/VIDEO – Ch 6 Prototyping for Screens with Adobe XD, Due 4/16*	
	TH 4/11	==*ASSIGN BROCHURE*== *Thumbnails Due 4/18* *Critique 1, 1ˢᵗ Proof Due 4/23* *Critique 2, 2ⁿᵈ Proof Due 4/25*	

Week 14	*T 4/16*		==*SUBMIT EXERCISES*==
			  1. *Chapter 5 InDesign*
			  2. *Chapter 6 Adobe XD*
			==*EXAM*==
			  1. *Chapters 4 – 6 (16ᵗʰ – 17ᵗʰ)*

	TH 4/18	==*Critique 1*==*: Brochure Thumbnails*	
Week 15	*T 4/23*	==*Critique 2:*== *Brochure*	
	TH 4/25	==*Critique 3:*== *Brochure Final*	
Finals	*5/1-3*		
	5/3,4	*Commencement*	