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:

Publication Design will include the theory and practice of newspaper, magazine, infographic, brochure, and interactive web layout and design. There is an emphasis on publication design and its many forms, by exercise, test, and special projects. Exercises are step-by-step instructions on building the various parts of publications, adding content to the magazines, and processing images andtext created for multiple formats. Testing will be on the knowledge obtained from the course books and the project. Special projects will require an advanced or progressive understanding of a specific application.

Students will understand and apply concepts and theories in using and presenting images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. Prerequisites: JOUR 2306 Media Design or instructor-approved demonstrated competency with software.

Student Learning Outcomes:

1) Awareness of the many theories that are the foundation of publication and/or graphic design.
2) Ability to redesign a non-functional or weak print visual communication tool into a well- designed functional tool using research and the design process.
3) Demonstrate a progression in knowledge of the Adobe Creative Suite applications.
4) Have learned various methods of creating visual or graphic design products that are publication design related. These products will include an array of formats such as news, magazine, infographic, ad, and brochure which will be useful for personal and/or commercial publication.
5) Students will develop career and communication skills in the area of graphic arts communication areas of research/communication, project management and collaboration, design, and professional print or digital production using graphic design tools.
6) Student will develop several projects using Adobe Creative Suite which will include Photoshop, Adobe InDesign, Illustrator and more software applications to develop graphics, build layouts and print materials. Students will use Adobe Acrobat to review and improve content, produce print-ready materials, and develop your portfolio.
7) Be familiar with industry expectations regarding the creating of a variety of publications such as newspapers, feature pages, magazine covers and editorial spreads, newsletters and more.

Required Textbooks and Readings

Bookstore
Editing by Design
For Designers, Art Directors, and Editors—the Classic Guide to Winning Readers Paperback – September 1, 2003 by Jan White (Author) Allworth Press; 3rd edition (September 1, 2003) ISBN-13; 978-1581153026 ISBN-10:1581153023 Edition 3.

Library – Free e-book
Designing the Editorial Experience: A Primer for Print, Web, and Mobile
Sue Apfelbaum and Juliette Cezzar
https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=3399956

In Canvas
The Newspaper Designer's Handbook
[Spiral-bound] Tim Harrower (Author), Julie Elman (Author)
Publication Date: June 11, 2013 | ISBN-10: 0073512044 | ISBN-13: 978-0073512044 Edition: 7 For 24 Hour ACC access: Purchase Adobe Creative Cloud membership

Coursera – 7 Course Series
Google UX Design Professional Certificate
Instructor: Google Career Certificates
6 months at 10 hours a week

Coursera
Principles of UX/UI Design
Instructor: Taught by Meta Staff
21 hours (approximately)

Adobe Creative Cloud - https://creative.adobe.com/plans . There is an option for month-to-month or yearly membership.

Additional Cost:
Additional supply cost - $20

Special Course Notes: -- The listed items are required. Details for most in Canvas

1. COURSE SCHEDULE: A course schedule is provided that lists day by day what will be covered in class and what assignments may be due.
2. LECTURES/DEMONSTRATIONS – Important material from the text and outside sources will be covered in class. It would be best if you planned to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged, as is student-procured, outside material relevant to the topics being covered.
3. EXERCISES, EXAMS, PROJECTS – Exercises are step-by-step instructions on building the various parts of publications, adding content to the publications, and processing images and text created for the various formats. Exams will be over the knowledge obtained from the course books and by project. Special projects will require an advanced or progressive knowledge of a specific application.
4. PC or MACINTOSH COMPUTER – Capable of running graphic applications. A minimum of 8 GB of RAM or more. The mini-computers are not recommended.
5. The computers in CAS 106 are available according to the schedule posted.

6. MODULES – Work assigned in (Story, Newspaper, Newspaper Article, Magazine)
7. CRITIQUES – Attendance and participation is required.
8. SERVICE PROJECT – When available – Will work with an actual client.
9. FIELD TRIP – When available – To be announced (attendance required)
10. GUEST SPEAKER – When available – To be announced (attendance required)
11. GRAPHIC DESIGN TOOLS – A large part of this course involves learning graphic design tools and progressive knowledge of them through exercises and projects.
12. CONSENT FORM – Photography/Video.
13. PARTICIPATION – We will meet Face-to-Face, and when Zoom is necessary, ensure your face is shown.
14. MEMBERSHIP – I want all those considering the Graphic Design Minor to strongly consider joining the Design Club— or a graphic design organization such as DSVC, or AIGA.
15. PERMISSION FORM – For use of photographs and artwork in publications and websites.
16. $50 – $75: Keep additional monies for possible website access and joining professional design organizations.

Assignments and weights/point values

1. Field Trips/Guest Speakers   10%
2. Exercises   20%
   a. Tabloid & Magazine Prep
   b. Stories
   c. Ad Design
   d. Critiques
   e. Attendance
3. Exams or Quiz   40%
4. Projects   30%
   a. Tabloid
   b. Magazine
   c. Brochure, Book Cover
   d. Infographic
5. Total: 100%

Grading Scale

1. A   90% or greater
2. B   80 – 89%
3. C   70 – 79%
4. D   60 – 69%
5. 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) Detailed information will be provided in class and on Canvas.

- News Stories
- Tabloid Prep
- Magazine Prep
- Tabloid creation

- Magazine creation
- Ad Design (2)
- Exams (Newspaper Designer's Handbook and Editing by Design)
- Book Cover
- Infographic
- Portfolio

Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)
Note the last date to drop the course is included in the calendar along with the final exam date and time. These are required. Students HIGHLY recommend that you link the assignments to the Canvas calendar. That comes up on their phones

A – Assignment   NDH – Newspaper Designer's Handbook   EBD – Editing by Design
LEC – Lecture   DIS – Discussion   CRIT – Critique   TAB - Tabloid

Week #	Date	Class Topic	Readings for Next Class
Week 1	T 1/16	*Read – Syllabus* *ASSIGN GETTING STARTED, QUIZ, Due 1/23* *ASSIGN INTRODUCTORY EXERCISE, (Favorite Book Cover) Due 1/23*	
	TH 1/18	Continue – Getting Started Pub Design – Overview *ASSIGN 3 STORIES, Due 2/1* *Guest Speaker: Hannah Buchanan – Zoom*	Read: NDH Ch 1, 2
Week 2	T 1/23	*LEC – NDH Chap. 1, 2* *Questions in Canvas*	Read: NDH Ch 3, 4
	TH 1/25	*LEC – NDH Chap. 3, 4* *Questions in Canvas* *ASSIGN TABLOID AND TABLOID PREP* *Will include:* *(Newseum Exercise, Template, Select story, Research photos for story, Cover Design Thumbnail Sketches, iPads, Ad Basic)* *Tabloid Prep Due: 2/6* *Tabloid Cover Due: 2/15* *Tabloid Cover & Inside & Ad Due: 2/27*	*DUE: Introduction Activities* *QUIZ: Getting Started* *Read:* *NDH Ch 5, 6, 7, and 8*
Week 3	T 1/30	*LEC – NDH Chap. 5, 6*	

		Questions in Canvas	
	TH 2/1	*LEC – NDH Chap. 7, 8* *Questions in Canvas* *DISCUSSION – 3 Stories* *Work on Tabloid Prep*	<mark>*DUE:*</mark> *3 Stories at session beginning.*
Week 4	T 2/6	<mark>*CRITIQUE 1 TABLOID PREP/NEWSEUM/PICK BEST*</mark> *Begin working on Tabloid*	
	TH 2/8	*Work on Tabloid Cover*	
Week 5	T 2/13	*Work on Tabloid Cover*	
	TH 2/15	<mark>*CRITIQUE 2 TABLOID COVER, INSIDE & AD*</mark> *Begin work on Tabloid Inside*	<mark>*EXAM:*</mark> *NDH 1 – 8*
Week 6	T 2/20	*Work on Tabloid Inside*	*Read: EBD Chapters 1 – 4.*
	TH 2/22		
Week 7	T 2/27	<mark>*CRITIQUE 3 TABLOID COVER & INSIDE & AD*</mark>	
	TH 2/29	*LEC – EBD, Chapters 1 – 4* *Answers the Why?* *Questions*	
Week 8	T 3/5	*LEC – EBD, Continued* <mark>*ASSIGN MAGAZINE*</mark> (*Magazine Prep*) *Critique 1: Magazine Prep, Due 3/7* *Critique 2: Magazine Logo, Cover, Table of Contents, Due 3/26* *Critique 3: Magazine All with 1 PG, and Ad Design, Due 4/2*	
	TH 3/7	<mark>*CRITIQUE 1 MAGAZINE PREP*</mark> *(Story, Contact Sheet, Thumbnail sketches, and Pick Best)* *Work on Magazine*	<mark>*EXAM: EBD*</mark> *Sects 1, 2, 4, and Chapter 11*
<mark>Week 9</mark>	<mark>T 3/12</mark>	<mark>*SPRING BREAK*</mark>	
	<mark>TH 3/14</mark>	<mark>*SPRING BREAK*</mark>	
Week 10	T 3/19	*Work on Magazine*	
	TH 3/21	*Work on Magazine*	
Week 11	T 3/26	<mark>*CRITIQUE 2 MAGAZINE*</mark> *(Cover, Logo or Banner, Table of Contents)*	

		DISCUSS – Ad Design.	
	TH 3/28	**ASSIGN BOOK COVER** *Thumbnails Due 4/4* *Book Cover 1 Due 4/16* *Book Cover 2 Due 4/23*	
Week 12	T 4/2	**CRITIQUE 3 MAGAZINE** *(All, Cover, Logo or Banner, Table of Contents, 1 PG, Ad Design).*	
	TH 4/4	**CRITIQUE 1 BOOKCOVER** *- Thumbnails* *Work on Book Cover*	
Week 13	T 4/9	**CRITIQUE 3 MAGAZINE** *Cover, Logo or Banner, Table of Contents, Ad Design.* *Work on Book Cover*	
	TH 4/11	*Work on Book Cover*	
Week 14	T 4/16	**CRITIQUE 1 BOOKCOVER** **ASSIGN PORTFOLIO** *Due: 4/23*	
	TH 4/18		
Week 15	T 4/23	**CRITIQUE 2 BOOKCOVER**	
	TH 4/25	**CRITIQUE 1 PORTFOLIO**	
FINALS	5/1-3		
	5/3,4	Commencement	

1. Your Best Story – Supported by great pictures.
2. Topic: How to Build Digital Intelligence

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