SYLLABUS – SPRING 2025
MCOM 2306 Media Design & Production
Tu Th 12:30 PM – 1:50 PM / and Online

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 students to learn various technologies that will aid them in 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, Adobe XD, Canva, 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 Subscription

Adobe Creative Cloud Classroom in a Book, 1st Edition
Design Software Foundations with Adobe Creative Cloud
https://sampling.vitalsource.com/referral?term=9780137914951
Author(s) Joseph Labrecque
Publisher: Adobe Press PTG
Format: Reflowable
Print ISBN 9780137914708, 0137914709
eText ISBN 9780137914951, 0137914954
Edition: 1st
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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. Most of the time, you will receive full credit for late work, especially for unexpected events that occur in your life. 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 – I am trying to familiarize you with not only the potential for Illustrator to create excellent 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

MEDIA DESIGN AND PRODUCTION SPRING 2025				
Unit 1: Introduction				
Week #		*Date*	*Class Topic*	*Readings & Work Lessons*
Week 1	*T*	*1/14*	*LEC – Introductions and Syllabus* *Introductory Exercise and Getting Started Quiz* *Due: 1/21*	
	TH	*1/16*	*LEC – Books* *LEC – How to Download Files*	
ADOBE and CANVA EXERCISES				
Week 2	*T*	*1/21*	*LEC – Adobe Bridge* *ASSIGN – Contact Sheet, Due 1/28*	*QUIZ DUE - Getting Started* *EXERCISE DUE -* *Introductory Exercise*
	TH	*1/23*	*LEC – How They Work – Canva and Exercise, Due 1/28*	
ADOBE CREATIVE CLOUD BOOK EXERCISES				
Week 3	*T*	*1/28*	*LEC – Fundamentals of Design with Adobe Express* *Exercises, Due 2/13*	*EXERCISES DUE – Adobe* *Bridge Contact Sheet and,* *Canva Exercise*
	TH	*1/30*	*LEC – Ch 1 Creative Cloud Desktop and Mobile Applications* *Exercises, Discussion only*	
ACC BOOK PHOTOSHOP & PHOTOSHOP ON WEB EXERCISES				
Week 4	*T*	*2/4*	*No Class – At Conference* *LEC – Ch 2 Cloud-Based Photography with Lightroom* *Exercises, Due 2/13* *LEC – Ch 3 Raster Image Compositing with Photoshop* *Exercises, Due 2/13*	
	TH	*2/6*	*LEC – Photoshop on the Web - Photoshop Lessons*	

Week 5	*T*	*2/11*	ASSIGN: *Greeting Card - Photoshop*	
	TH	*2/13*	Critique: *Greeting Card*	EXERCISES DUE *– Fund of Des & Chapters 2, 3, and Photoshop Lessons*
ADOBE PHOTOSHOP PROJECT				
Week 6	*T*	*2/18*	ASSIGN: *Movie Poster, Due 10/12* *Thumbnails Due, 10/3*	
	TH	*2/20*	*Work on Thumbnail Sketches*	EXAM: *Fund of Des & Chapters 1 – 3*
Week 7	*T*	*2/25*	CRITIQUE: *Thumbnail Sketches / Choose Best*	
	TH	*2/27*	*Work on Movie Poster*	
Week 8	*T*	*3/4*	*Work on Movie Poster*	
	TH	*3/6*	CRITIQUE 1: *Movie Poster*	
ADOBE ILLUSTRATOR PROJECT				
Week 9	*T*	*3/11*	CRITIQUE 2: *Movie Poster* *LEC – Ch 4 Designing Vector Graphics with Illustrator Exercise, Due 10/12*	
	TH	*3/13*	*LEC – Illustrator* ASSIGN *- Editorial Logo*	
Week 10	*T*	*3/18*	*Spring Break*	
	TH	*3/20*	*Spring Break*	
Week 11	*T*	*3/25*	CRITIQUE: *Thumb Sketches for E-Logo/Choose best*	
ADOBE INDESIGN PROJECT				
	TH	*3/27*	ASSIGN *– Brochure, Due 4/15* *Work on E-logo*	
Week 12	*T*	*4/1*	*WORK DAY* *LEC – Ch 5 Managing Page Layout with InDesign* • *Exercise, Due 4/10*	
	TH	*4/3*	*LEC – Ch 6 Prototyping for Screens with Adobe XD, Exercise, Due 4/10*	

Week 13	T	4/8	CRITIQUE 1 - E-Logo	
	TH	4/10		SUBMIT EXERCISES: Chapters 4 – 6 EXAM: Chapters 4 - 6
Week 14	T	4/15	CRITIQUE 1: Brochure	
	TH	4/17	WORK DAY	
	TH	4/22	WORK DAY	
Week 15	T	4/24	CRITIQUE 2: Brochure	
		4/29	Finals	