



**CREATIVE PRODUCTION
JAN TERM 2019**

January 7 - 11
9 am - 12 noon
January 14 - 15
9 am - 12 noon
January 16
9 am - 12 noon / 1 - 4pm

Fondren Library East 110

COURSE PREPARATORY WORK

see page 4 of this PDF

COURSE DESCRIPTION
Introduces basic principles of graphic design and production in tandem with the use of industry-standard hardware and software programs, including the Adobe Creative Suite. Focuses on public relations applications. Prerequisite: Enrollment in the B.A. in corporate communication and public affairs, B.A. in public relations and strategic communication, or minor in corporate communication and public affairs.

Some of the topics presented throughout the semester will include: *The elements of design* and *The principles of design*. Typography, a critical component of communication and good design, will also be surveyed and studied.

REQUIRED MATERIALS & RESOURCES

- SMU email address.
 - Lynda.com:
smu.edu/OIT/Services/Lynda
 - Box@SMU:
smu.edu/OIT/Services/Box
 - Zoom:
smu.edu/OIT/Services/Zoom
 - At least \$20 to pay for color prints:
smu.edu/OIT/Services/PaperCut/Printing
- ADDITIONAL RESOURCES PROVIDED**
- Digital Handouts and Resource Files.
 - Online Help for each program.
 - Websites provided throughout the semester for study and inspiration.

STUDENT LEARNING OUTCOMES

1. Use basic design principles for expressing your creative and practical voice in order to generate artwork and layouts, while utilizing InDesign, Illustrator, and Photoshop.
2. Demonstrate an understanding of the relationship between each program. When to use which program, how the programs work together, and how to apply pre-press and printing basics.
3. Build and apply an intuitive discipline for creating well-organized and structured files.

EMAIL COMMUNICATION



I will check email each weekday until 6 p.m. Only email me brief questions that can be answered in one (1) minute or less. This is not a substitute for my office hours, classroom meetings, reminders of what we covered in prior class sessions, reminders of where resources are located, or discussions about grades and assessments. I will answer all briefly-stated email within 24-hours, Monday through Friday. If you do not receive a reply to a time-sensitive message, that is no excuse for missing a deadline or turning in incomplete work. Do not email any files to me, unless I ask for them. If unrequested files are emailed to me, they do not qualify for credit toward grades.

ATTENDANCE • TARDINESS

Exceptional attendance is required and expected at SMU and in any profession; please refer to SMU's policy on excused absences for University-sanctioned activities. Your attendance in this course can greatly contribute to the progress of the class.

Students are expected to arrive on time and to stay for the entire class period. Random arrivals and exits are unprofessional and distracting. Attendance will be recorded. Please make sure I know that you are present.

You are allowed one absence.

Good excuse, lame excuse, or no excuse. Each additional absence will lower your final grade by 5 points. If you have a doctor's note, it must be the original physical document, stating that you were absent for our class session due

Why on earth would anyone miss this class?



to an illness. If your absence was a University-sanctioned event, you are allowed to make up any missed work by the next class period. If you are absent and have a valid excuse, you must turn in the appropriate documentation on your first day back. Make every effort to schedule doctors' appointments, job interviews, and other events so there is no conflict with our class sessions. Students are responsible for any information missed during an absence. Handouts or weekly topics are NOT available from the instructor. Please make sure to download them from Canvas and keep them. Significant absence from class can reduce your final grade in the course.

You are allowed one (1) tardy. Each additional tardy will lower your final grade by 2 points. A tardy is applied to your attendance record if you are 10 minutes late for class.

I'm here to stay! Let's learn!



No one is allowed to leave class early. If you leave class 10 minutes or more without my permission, you will be counted absent for that class session.

DEADLINES • ALLOWANCES



All projects are due on the day and time given.

Late or incomplete projects will not be accepted for grading. You are responsible for turning in your own work on time, regardless of attendance.

Work is not accepted if it is turned in by someone else.

Please allow enough time to submit files onto Canvas; make sure files have been successfully submitted.

Please do not email any files to me, unless I ask for them.

If files are emailed to me, they do not qualify for credit toward grades. If you miss any deadlines, I will not email or call to let you know.

LAB STRUCTURE

Each student is assigned a Mac to use in class for the entire term. If there is a problem with your computer, please notify me immediately.

- If you encounter problems in this lab outside of class, notify the **IT Help Desk: 214) 768-4357**
- At the beginning of every class, log in using your Student ID and password.
- At the end of every class, log out. If you do not log out, the next person will be using the computer under your Student ID. You are not allowed to work on your own computer during class time.
- **When a lecture or demo is in progress, do not work on the computer unless otherwise instructed.** It is important not to jump ahead of the lecture, even if you are familiar with the subject matter.
- Do not play music/audio during class unless otherwise instructed. Do not watch videos during class unless otherwise instructed. When watching videos or listening to music outside of class, please wear headphones so others are not distracted.
- Limit trips to the restroom for class breaks and emergencies.

NO FOOD



Drinks must have lids



EXPECTATIONS • REQUIREMENTS

I pledge to offer you a personalized, interactive, and challenging educational experience. In return, I have expectations for my students.

SMU Students are expected to act professionally at all times, accept direction and critique, invite instruction, respect others' work and ideas.

Email: Students need to have a working SMU email address and stay abreast of any email conversations we have. It is university policy that email is an official communication channel. Be sure that your "Junk" filters do not exclude my messages.

Canvas: I will use Canvas extensively this semester for posting announcements, files, resources, grades, comments, rubrics, messages, etc. on a regular basis. I expect you to check regularly and keep track of all postings in our course. If you encounter problems using Canvas, please see the IT Help Desk; **214) 768-4357**

Take Initiative: Actively participate during class, ask meaningful questions, make effective suggestions, contribute to the progress of fellow classmates, be prepared for each session, know answers when you are called upon, and utilize all resources that I provide.

Get Clarification: Meaningful questions are an important part of participation. Please ask me to clarify anything you feel hasn't been explained sufficiently. Refer to Weekly Guides, which have helpful key commands, tips, techniques, and much more.

Missed Material: If you have missed any material, please refer to our Canvas course or ask another student to share handouts or project instructions.

Resourcefulness:
Please get in the habit of using the Help Menu for each program.

This is a great way for you to troubleshoot. At the start of each class, I will give you a Daily Guide, of what is covered during that session. I expect you to keep these and bring them each week so you can use them. Please, get organized early! Store them in a binder or folder, read, and use them.

Project Instructions: Make sure to keep all project instructions. You will need to use some of the content in the Final Project. Keep all files and digital handouts. Back them up on Box so you can access them at the end of the semester. **I will not re-open projects or exercises in Canvas.**

Managing Your Work: The lab Macs are equipped with Adobe CC. If you use your own computer, all submitted files will need to be compatible with the lab version of Adobe CC. This includes making sure all of the links and fonts are correctly linked and updated to the parent file.

Files: You are responsible for keeping files organized and backed up. I recommend using Box (smu.edu/OIT/Services/Box).

Deadline extensions are not given for recreating any files that have not been saved, have been lost, or were accidentally trashed. Name and save all files right after you create them.

Save often. Do not work directly with files that are on an external drive. Make sure that any file you have open is located on the hard drive of your Mac; not in the Downloads folder. Do not leave any files on the lab computers. They will most likely get deleted by IT Services.

Students are expected to devote **no less than 3-4 hours** each day to out-of-class work. This includes outside project work, self-education, researching resources, and the Lynda videos. Please do not expect to become an expert at design or using the software during the course of this semester. We will only skim the surface.

Copyright Laws: Students are expected to follow copyright laws. Use of other artists work is not permitted in this course unless instructed to do so for assignment assistance.

Phones / Internet / Devices:

Mobile phone use is not allowed during class. Please, put your phones away with the ringer and vibrate turned off before class begins. If you are texting, surfing the Internet, or sending email during class, you may be asked to leave and will be marked absent for

that session. If you need to keep your cell phone turned on due to an emergency, please notify me before class so we can make arrangements. Laptops and

smart-pads are not to be used during class.



COURSE PREPARATORY WORK

Login to this FREE service provided by SMU. If you need help, please contact the IT Help Desk.

www.smu.edu/OIT/Services/Lynda

The screenshot shows the Lynda.com website interface for SMU users. At the top, there is a navigation bar with links for Prospective Students, Current Students, Alumni, and More. Below this is the SMU logo and the tagline "World Changers Shaped Here". A search bar is located on the right side of the header. The main content area features the "Office of Information Technology" logo and the text "Lynda.com Software Training & Tutorials". A prominent blue "LOGIN" button is visible. To the right of the login button is the Lynda.com logo and a "Need Help?" section with contact information: 214-768-HELP, help@smu.edu, and help.smu.edu. A small text block at the bottom left of the page states: "SMU offers free usage of Lynda.com for all active students, faculty, and staff members. Lynda.com has over 3,743 online courses in software, technology, creative and business skills."

Locate this course:

InDesign CC 2017 Essential Training with David Blatner



Download the exercise files and practice learning InDesign while watching videos in the following chapters of the course.

There are Mac computers in Fondren Mac Lab 110.

The Macs are available for you to use FOR FREE.

- **Introduction**
- **Chapter 1**
- **Chapter 2**
- **Chapter 3**
- **Chapter 4**
- **Chapter 5**
- **Chapter 6**
- **Chapter 7**
- **Chapter 8**
- **Chapter 9**
- **Chapter 13**

Or, you can purchase a student subscription to Adobe CC and use on your own computer;

subscription is not required for the CCPA 4338 course.

www.adobe.com/creativecloud/buy/students.html

EXERCISES • PROJECTS • PORTFOLIO

(Subject to change based on the needs and progress of the class.)

This class is comprised of a mix of In-class Exercises, Online Learning (Lynda.com), Projects, and an in-depth Final Portfolio. Although technical in nature, most of the projects require an expression of creativity. Please make sure and keep up with your grades and feedback.

Grades are not discussed on the same day they are posted. Grades will be discussed in-person on an individual basis by appointment only – not in class, not via email or Zoom. This course does not have opportunities to earn extra credit.

GRADING SCALE

A: Excellent (superior achievement, beyond what is required)

100 - 94 **A**

93 - 90 **A-**

B: Good - Very Good (achievement is above average)

89 - 87 **B+**

86 - 84 **B**

83 - 80 **B-**

C: Average (minimal requirements met)

79 - 77 **C+**

76 - 74 **C**

73 - 70 **C-**

D: Below Average (below class average expectations)

69 - 67 **D+**

66 - 64 **D**

63 - 60 **D-**

F: Poor (failure)

Below 60 **F**

Borderline Grades Stay Borderline:

My policy is that borderline grades stay as they are.

Grades will be posted onto Canvas. Students are expected to keep up with their performance in this course. Please note that there is no rounding up of grades. 93.99 is an A-, 89.99 is a B+, 59.99 is an F.

GRADING BREAKDOWN

Participation:

20%

of total grade

Participation includes, but is not limited to, actively participating during class, asking **meaningful** questions, making effective suggestions, contributing to the progress of others, being prepared for each class session, knowing answers when you are called upon, utilizing resources provided by the instructor. Surfing the Internet, chatting online, or using personal mobile devices during class will have a negative impact on your final participation grade. While some students are "quiet learners," all students are expected to make meaningful contributions that help enhance the overall learning experience. Professionalism will also be considered in determining final participation grades. Attendance, which is required and expected at SMU, is not calculated into the final participation grade.

Exercises:

20%

of total grade

Exercises are done in class and must be completed by the end of the class session. Incomplete exercises do not qualify for full credit.

Projects:

30%

of total grade

Projects are done outside of class and are due by the date and time specified in the instructions. Projects are assessed according to how well you are able to complete the project based on the Primary Learning Objectives. Projects are based on a 100 point scale. Rubrics are used to assess some of the projects. Feedback will be in the rubric comments and general comments. Some errors may apply to more than one assessment criteria. Please review and apply my feedback so you can continue to grow.

Final Project:

30%

of total grade

The Final Project is your portfolio. It is designed to test your ability in combining InDesign, Illustrator, and Photoshop. It includes creating one (1) new Illustrator project, one (1) new Photoshop project, utilizing basic design principles as they apply to design, and submitting final files. A rubric is used to assess the project and is based on a 100 point scale. Please review and apply my feedback so you can continue to grow beyond this course.

SMU COURSE POLICIES

Academic Honesty and Misconduct.

You are bound by the Honor Code and the SMU Student Code of Conduct.

For complete details, see <https://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/HonorCode>. Ignorance is never an excuse for academic dishonesty. If you have any questions, please ask me. Acts of academic dishonesty will result in a penalty ranging from failure of an assignment to failure of the class, at my discretion.

Disability Accommodations

Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

Religious Observance

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

Excused Absences for University Extracurricular Activities

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

In accordance with Texas Senate Bill 11, also known as the "campus carry" law, following consultation with entire University community SMU determined to remain a weapons-free campus. Specifically, SMU prohibits possession of weapons (either openly or in a concealed manner) on campus. For more information, please see:
http://www.smu.edu/BusinessFinance/Police/Weapons_Policy.

**Stay curious!
You'll surprise
yourself.**