

ADV1360 Creative Production

1-5 pm Room TBD

Summer July B 2019 Syllabus

Cheryl Mendenhall

Office: ULEE 226

Office Hours: by appointment

cmendenhall@smu.edu

COURSE DESCRIPTION

We'll explore and learn techniques for manipulating photos, creating illustrations, and designing layouts. Students will learn the basics of the Adobe Creative Suite software programs – InDesign, Illustrator, and Photoshop – along with the basic principles of design and production. These skills are sought after in a variety of fields.

LEARNING OUTCOMES

In this course you will learn:

- *To use Photoshop, Illustrator & InDesign* – to create artwork, layouts, brochures, etc.
- *The relationship between the programs* – When to use which program, and how the programs work together.
- *That the computer is just a tool* – It's like a complex pencil, but it does not magically impart design skills to anyone.
- *Intuitive design* – The discipline of creating well-organized and structured files
- *Printing* – Pre-press and printing basics to ensure that the finished product is true to what was originally envisioned and seen on screen.

INSTRUCTOR

Cheryl Mendenhall is a senior lecturer and program director for the graphic design minor at SMU. She is also an art director and graphic designer with over 20 years professional experience and a passion for creatively solving problems and communicating ideas. She has worked with a variety of clients including Philips, GranitiFiandre, DENSO Manufacturing, Knoxville Museum of Art, Bell Helicopter and United Way.

She has received teaching and design awards including the HOPE (Honoring Our Professors' Excellence) Award, Gold Addy Awards, Silver Addy Awards, Communicator Awards of Excellence, Communicator Award of Distinction, IABC Quill Award, and First Place in a first grade conservation poster contest (her love of design started early).

REQUIRED MATERIALS

- USB Drive (4GB or larger) or cloud storage (such as Box.com)
- Funds to pay for color prints

RESOURCES

- Digital Handouts and Resource Files
- Online Help Files for each program
- Video tutorials

EMAIL COMMUNICATION

Should only be used for brief questions that can be answered quickly. Don't assume it is a substitute for office meetings. I will do my best to answer all briefly-stated emails in a timely manner but if you not receive a reply to a time-sensitive message, that is no excuse for missing or incomplete work.

DEADLINES

All projects are due on Canvas on the day and time given. **No late projects will be accepted for grading.** You are responsible for turning in work on time regardless of your attendance. No make-up tests will be given, except in the case of a documented emergency or serious illness.

ATTENDANCE

Exceptional attendance is required and expected at SMU and in this profession. Missing class in this concentrated term will put you greatly behind the material. There are only 11 class sessions. Arrive on time – we have a lot of material to cover. For each hour missed, your final grade will be decreased by 1 point.

LAB STRUCTURE

- No food or drink are allowed in the computer lab.
- Assignments, exercise files, and any reference files will be given each day via Canvas. Be sure to copy these files to your USB drive or cloud account when given, resource files will NOT be available after assignment is turned in. You will need them at the end of the term.
- Each student will be assigned to the same computer station throughout the semester. You will be held accountable for the station you're assigned to.
- You will not be able to keep any files on the lab computers - computers are swept clean each night. Keep files on your USB drive and/or on a cloud service such as Box.com.
- When a lecture or demo is in progress, do not work on the computer unless otherwise instructed. It is very important not to jump ahead of the lecture even when you are familiar with the subject matter.
- If you are caught checking your email, surfing the web or working on anything not related to this course during class time, you will be counted absent for that day.
- Please silence your phones upon entering the class. No one is allowed to make or receive phone calls or texts during class.
- You are responsible for organizing and backing up all of your files. I recommend using an external source like a 4 GB (or larger) USB drive or a Box.com. I do not give deadline extensions 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, and save often.

WORKING OUTSIDE THE CLASS

- Class lab in Fondren Library is available during open library hours.
- You can download a free 7-day software trial from Adobe.com on your own computer to do homework.
- You can subscribe to the Creative Cloud at Adobe.com and have access to all their software on your own computer - about \$20 a month for students.

ASSIGNMENTS, GRADES & TESTS

This class is comprised of a mix of in-class exercises and outside projects including a more in-depth final project. Although technical in nature, some projects will require an expression of creativity. There will be three skills test - one for each software program. Questions are an important part of participation; please ask me to clarify anything that you feel hasn't been explained sufficiently.

Specific grading breakdown:

10% of total grade: Questions

40% of total grade: Projects

25% of total grade: Skills Test

25% of total grade: Final Project

••Earn Bonus Points - In-Class Exercises ••

No makeups for missed exercises. Must be present to receive credit.

Exercises allow you to practice skills/concepts and help prepare you for skills used in projects and tests. For each exercise, you earn 2 credits if everything is complete/correct, 1 credit if something is missing/incorrect and no credit if absent or file not turned in.

Depending on credits earned, bonus points will be added to your Project average. 28 credits = 5 points, 27 credits = 4 points, 26 credits = 3 points, 25 credits = 2 points, 24 credits = 1 point

That translates into adding anywhere from .4 points to 2 points to final grade.

Course Grade Scale:

A = 94-100	A- = 90-93	
B+ = 87-89	B = 84-86	B- = 80-83
C+ = 77-79	C = 74-76	C- = 70-73
D+ = 67-69	D = 64-66	D- = 60-63
F = Below 60		

A - Superior achievement, beyond what is required
B - Very good achievement, above average
C - Average, minimum expected

D - Below Average
F - Failure

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: <http://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/HonorCode>

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).

DAILY TOPICS

This provides a broad overview of the course schedule, subject to change. Each day will consist of in-class exercises and/or outside projects, due dates given when assigned.

Review InDesign Basics available on Canvas prior to first day.

- 7/23 InDesign - overview of tools, working environment, working with frames, document setup, guides, rulers, color modes, working with type
InDesign Project #1 Assigned
- 7/24 InDesign - basic design principles / multiple pages, master pages, column guides
InDesign Project #2 Assigned
- 7/25 InDesign - preparing files for output / printing & prepress basics / interactive formats
InDesign Skills Test

Review Illustrator Basics available on Canvas before 5/23

- 7/26 Illustrator - overview of tools, selection, transform, creating and editing open shapes and closed shapes working with shapes, pathfinder, creating colors, gradients / printing process
Illustrator Project #1 Assigned
- 7/29 Illustrator - working with patterns, appearance panel, pen tool, layers
Illustrator Project #2 Assigned
- 7/30 Illustrator - clipping masks, type tools
Illustrator Skills Test

Review Photoshop Basics available on Canvas before 5/26

- 7/31 Photoshop - overview of tools, resolution basics, selection tools, composite images, smart objects
Photoshop Project #1 Assigned
- 8/1 Photoshop - improving images, retouching techniques, adjustment layers
Final Project Assigned
- 8/2 Photoshop - blending modes, layer styles, photo resources, file formats
Photoshop Project #2 Assigned
- 8/5 Photoshop - painting
Photoshop Skills Test
- 8/6 Putting it all Together / Final Project