

COM 381: Promotional Publication Design **Shippensburg University, Spring 2021**

Weekly class meetings on Zoom, Mondays at 2 p.m.

All course materials posted to the course D2L site (<http://d2l.ship.edu>)

Professor

Kyle Heim, Ph.D.

Email

krheim@ship.edu

Office hours

Mondays and Wednesdays, 10:30 a.m. – 1 p.m., via Zoom

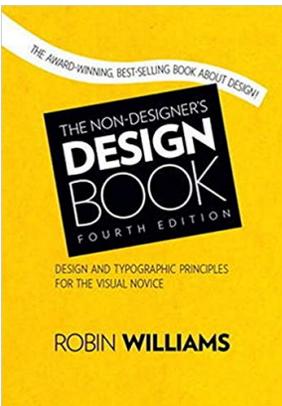
Schedule an appointment at <https://calendly.com/krheim/officehours>.

You are always welcome to meet with me during office hours on Zoom. Sign up for an appointment at the link listed above. If none of the available times works for you, please email me, and we can set up an appointment for a different date and time.

The Zoom link for office hours is posted to the course D2L site in a Content folder labeled “Office Hours.” When you click the Zoom link, you will be placed in a virtual “waiting room.” Please be patient. I will bring you into the Zoom chat room when I am ready to meet with you.

Course description

This course offers design skills and conceptual knowledge with primary emphasis on desktop publishing software. Along with equipping students with skills for promotional content creation and effective design strategies, the course examines practical applications of basic contemporary design to materials such as newsletters, flyers, posters, brochures and business cards.

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|---|--|
|  | <u>REQUIRED materials</u> |
| | Textbook: <i>The Non-Designer's Design Book</i> (4th edition, 2014). Robin Williams. ISBN: 978-0133966152. |
| | Adobe InDesign access: InDesign is part of Adobe's Creative Cloud suite of applications. <u>YOU NEED REGULAR ACCESS TO INDESIGN FOR THIS COURSE.</u> It is available for free in most campus computer labs and via the Remote Access Tool at https://labs.ship.edu , which provides remote access to campus lab computers. Alternatively, you may download InDesign (and other Adobe CC applications) at the student discount rate of \$19.99 per month from https://www.adobe.com/creativecloud/buy/students.html . |

Course goals

- To develop an understanding of design principles and the use of color and type in publication design.
- To explain the strategies for effective communication via various types of promotional publications.
- To develop basic and advanced publication design skills using Adobe InDesign.
- To discuss ethical issues in publication design and ways to accommodate multicultural perspectives in promotional publications.

Course learning objectives

Upon successful completion of the course, students will:

- Be able to analyze and critique promotional publications in terms of design principles and usability.
- Produce effective promotional publications maintaining professional standards and ethics.
- Demonstrate proficiency in the use of publishing software, including Adobe InDesign.

Professional values and competencies for C/J majors and minors

The Communication/Journalism Department faculty sets the goal of developing within each student several core professional values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). This course addresses the following competencies:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

Course format and weekly assignments

Because of the COVID-19 pandemic, COM 381 is **100% online** this semester, using the university's course management system, Desire2Learn (D2L) Brightspace (<http://d2l.ship.edu>), and Zoom online meeting software (<http://ship.zoom.us>). Although the course is online, it will cover all the same material as if it were face to face. More information about using D2L and Zoom, including "how-to" videos, is available at <http://www.ship.edu/technology/student/resources/>.

D2L site: All course materials will be posted to the course D2L site. **It is your responsibility to check the site regularly and make sure you are completing all work and meeting deadlines.**

Weekly content modules: Clicking "Content" in the menu bar at the top of the D2L site will bring up a vertical listing of modules, organized by week. (NOTE: You will not see the modules for the full semester. As the semester progresses, I will make each week's module available.) Clicking on a weekly module will bring up a listing of all materials for the week.

Zoom meetings: Each module will include a link and the password for the week's Zoom meeting. (NOTE: It will be the same link and password each week.) **We will meet live ("synchronously") as a class Mondays at 2 p.m.** We may not meet every week, but you should always assume that we are meeting unless I notify you otherwise (via D2L and/or email). The Zoom meetings will be used for announcements, discussions, some InDesign tips and instructions, assignment explanations, and any questions you have. The Zoom meetings will NOT be lectures. You are strongly encouraged to share your

video during the meetings, which will make the meetings more personal and more productive. **NOTE:** If you need to miss a single Zoom meeting because of illness, emergency, etc., you do not need to notify me. But if a situation arises that causes you to miss several Zoom meetings (or more than a week of course material), please let me know via email so that we can discuss the situation.

Assigned reading: Most weeks will include assigned reading in the *Non-Designer's Design Book*. Please pay close attention to the key concepts and terminology. You are encouraged to take notes as you read.

Lecture/InDesign videos: After you have read the textbook chapter, please watch any lecture videos and InDesign videos posted to the week's module. I have uploaded the videos to YouTube and embedded them within D2L. (Let me know if a video is not playing properly.) These videos will expand on concepts introduced in the reading, help you gain proficiency in the use of InDesign and offer advice for completing the design assignments. You are encouraged to take notes or follow along in InDesign as you watch. YouTube provides captions for the videos (although the captions may have errors), and you may pause the videos and change the playback speed.

Supplemental materials: In addition to the videos, there may be additional materials or links to external sources posted to the week's module to provide further instruction and guidance.

Quizzes: Most weeks will include a quiz **covering the assigned reading and any lecture and InDesign videos**, so make sure that you completed all of those tasks before you take the quiz. Each module will contain a link to the week's quiz. **Quizzes must be completed by the end of the day (11:59 p.m.) Sunday.** Failure to complete the quiz by the end of the day Sunday will result in a score of zero. **Each quiz will contain a total of 10 multiple-choice, true-or-false, and fill-in-the-blank questions. The quizzes are open-book and open-notes, but you will have only 15 minutes to complete them.** If you exceed the 15-minute time limit, you will receive a score of zero. You must complete the quiz in its entirety the first time you open it, and you are not allowed to move back and forth between questions. If you leave the quiz to go to another web page, you may be locked out of the quiz. **You may not retake a quiz**, so make sure that you have a reliable Internet connection and are free from interruptions before you begin. You may not work on the quizzes with a classmate; that is a form of academic dishonesty (see "Plagiarism and academic dishonesty" below). **Your 8 highest quiz scores will count toward your semester grade, and your 2 lowest quiz scores will be dropped.** I drop the 2 lowest scores because I understand that problems such as illness, emergencies, computer glitches, etc., may arise. Because of the possibility that unforeseen problems will arise later in the semester, you should never skip a quiz. **There will be absolutely no make-up quizzes.**

Design assignments

In addition to the weekly work described above, you will complete several design assignments during the semester:

Practice assignments: These assignments will enable you to develop your InDesign skills and apply the design principles and concepts discussed in the videos and the assigned reading.

Publication assignments: These assignments will familiarize you with some of the most common types of promotional materials, including flyers, brochures and newsletters.

Final project: For this project, you will be asked to create several promotional publications tailored to the needs and audiences of a client.

Submit all design assignments to the designated D2L assignment submission folders (Do NOT email them to me.) **Usually, you will be required to submit assignments in BOTH *.indd (InDesign document) and *.pdf formats.** I may deduct points or reject submissions that are in the wrong format.

Email communication

- In addition to checking the D2L site, please check your Ship email account regularly. I frequently use email to communicate important class information to students. I will contact you at your Ship email address (not your Gmail, Yahoo or other account).
- When corresponding with me by email, please **use your Ship account and include a subject line. I am teaching 3 other courses this semester, so always mention that the email is regarding COM 381.** Please allow 24 hours for a response or up to 48 hours on a weekend. I am always happy to answer a question, but check the syllabus and the D2L site to see if it can be answered there first.

Deadlines, course progress

It is your responsibility to make sure that you are completing all work and meeting deadlines. In an online-only course, it is easy to fall behind or become “invisible.” **If you run into problems that are affecting your progress in the course or your ability to meet deadlines, let’s chat. Please email me or meet with me on Zoom during office hours so that we can address the situation.**

Quizzes must be completed by the set deadlines. Failure to meet the deadline will result in a score of zero. Only in the most extreme of situations will I reopen a quiz after the deadline has passed, and my definition of “extreme situation” is probably much narrower than yours.

All assignments must be completed by the due dates. Late assignments will be penalized a full letter grade (e.g., from B+ to a C+) for each day past the deadline, unless appropriate arrangements were made in advance. Extensions are granted at my discretion and may require documentation of extreme circumstances, such as illness or an emergency. Extensions must be requested at least 24 hours before the assignment is due.

Grading

A total of **400 points** are available during the semester, broken down as follows:

| | |
|------------------------------------|-------------------|
| Weekly Quizzes | 80 points |
| Top 8 Quiz Scores (10 points each) | |
| Practice Assignments | 80 points |
| Publication Assignments | 120 points |
| Flyer (40 points) | |
| Trifold Brochure (40 points) | |
| Newsletter (40 points) | |
| Final Project | 120 points |
| TOTAL | 400 points |

Point totals at the end of the semester will be converted to letter grades using a percentage-based scale:

| | | | | | |
|--------------------|--------------|--------------------|--------------|--------------------|--------------|
| Point Total | Grade | Point Total | Grade | Point Total | Grade |
| 372 – 400 (93%) | A | 320 – 331.5 (80%) | B- | 0 – 239.5 | F |
| 360 – 371.5 (90%) | A- | 300 – 319.5 (75%) | C+ | | |
| 348 – 359.5 (87%) | B+ | 280 – 299.5 (70%) | C | | |
| 332 – 347.5 (83%) | B | 240 – 279.5 (60%) | D | | |

NO incompletes will be issued for this course, except in emergency situations as defined by the University catalog.

Grades will be recorded on the course D2L site. It is your responsibility to monitor your grades. Questions regarding grades should be raised when an assignment is returned, not at the end of the semester.

Extra credit

Generally, I do not provide extra-credit work. However, some extra-credit opportunities may appear by surprise as “Easter eggs” during the semester.

Keeping copies of assignments and emails

Keep an electronic copy of all assignments and course-related email messages. Do not delete any course-related files or emails until you receive your final grade at the end of the semester. If there are questions about assignments, you may be asked to produce the original emails and files.

Technology help

I am happy to answer any questions regarding course content and assignments, but technical questions should be addressed to people who are much more knowledgeable about the technology:

Computer and Internet access: If you need access to a laptop or the Internet, please visit [the university’s “Spring 2021 Student Technology” page](#) and click the “Request access to technology equipment” link to request a loaned laptop or mobile hotspot.

D2L assistance: If you need technical assistance with the D2L system, contact the SU Student Helpdesk at (717) 477-HELP (x4357) or helpdesk@ship.edu. After hours, you may contact D2L Technical Support at helpdesk@d2l.com or (866) 832-2319. An [instructional video](#) provides details on using D2L as a student.

Access to InDesign: You must access InDesign on a personal computer; you cannot access it from a phone or tablet. InDesign is available on most campus lab computers, or you may access it remotely on your own computer by logging in to a campus lab computer via the [Remote Access Tool](#). NOTE: When you are asked to log in to the remote computer with your credentials, you may need to enter your FULL email address (e.g., krheim@ship.edu) as your username. If you receive any security warning messages, you may ignore them and click “OK” or “Connect.” When using InDesign remotely, you should save all your work to your personal T drive or to the cloud so that you may access the files later on your own computer. Otherwise, you may lose your work. Always close the remote connection when you are finished. If you are having trouble using the Remote Access Tool, contact the Student Helpdesk. Alternatively, you may download and purchase access to InDesign (and other Adobe Creative Cloud apps) [for the student discount rate of \\$19.99 per month](#).

Using InDesign: Adobe offers a [Get Started site](#) (which includes the basic tutorials in the use of InDesign), a [full listing of InDesign tutorials](#) and a [user guide to InDesign](#), which provides quick answers and step-by-step instructions.

Zoom assistance: Information is available on [how to download and set up the Zoom application](#) and [how to join a Zoom meeting](#). An [instructional video](#) provides details on using Zoom as a student, and additional information is available through the [Zoom Help Center](#).

General information: More information about Spring 2021 technology at Ship is available [at this site](#).

Withdrawing from the course

A student may drop a course within the drop/add period without ramifications to the student's transcript, but after that time frame, a withdrawal from the course will result in a W grade on the transcript. **The deadline to withdraw with a W grade is Monday, April 19.** More information is available at the [Registrar's site](#).

Plagiarism and academic dishonesty

Students are expected to complete individual and original work for this class. Plagiarism, cheating and other forms of academic dishonesty will not be tolerated and will be handled according to the university's [Academic Dishonesty Policy](#). All instances of academic dishonesty will be reported to the department, Dean's Office and Office of Student Affairs. Penalties for violation of the Academic Dishonesty Policy include grade reduction, assignment of a failing grade for the course, suspension and expulsion from the University.

Academic resources

The Learning Center: If you feel you need extra help to improve your academic performance in this course or in any of your other courses, please consider making an appointment with a tutor or learning specialist in the Learning Center. The Learning Center is located in Mowrey Hall and can be reached at (717) 477-1420. Tutoring and most other services will be offered via Zoom. More information is available at the [Learning Center's website](#).

The College of Arts & Sciences Advising Center (CASA): Located in DHC 216, CASA is a walk-in office that offers several types of academic support, from advice and help on time management, test anxiety and study skills to discussions about what major might be right for you. Email casa@ship.edu or call (717) 477-1150 to set up a time to meet with a success coach or faculty adviser.

Student Success: The Elnetta G. Jones University Center for Student Success and Exploratory Studies uniquely supplements and reinforces the university's commitments to serve a more diverse student population and to cultivate a learning-centered environment where students persist to graduation. We enrich the teaching and learning mission of the university by delivering specialized, high-impact academic and student enrichment services that empower students to successfully attain their educational goals. See [the Student Success Center website](#) for more information.

Accessibility resources

Shippensburg University is committed to providing equal opportunity for participation in all programs, services and activities. The University welcomes all students with disabilities into all of the University's educational programs and strives to make all learning experiences as accessible as possible. Any student who feels they may need an accommodation based on the impact of a disability should contact the Office of Accessibility Resources (OAR) to discuss specific needs. OAR is located in Mowrey Hall 252 and can be reached by phone at (717) 477-1364 or via email at oar@ship.edu.

Preferred name policy

In an effort to continue building a more inclusive and affirming campus climate, the LGBTQ+ Concerns Committee collaborated with APSCUF's Social Justice Committee to develop a preferred name policy at Shippensburg University. This policy was unanimously approved by President's Cabinet in September, 2017. View specific details about [Shippensburg University's Preferred Name Policy](#). Although a legal name and/or gender marker change is determined by the state in which a student, staff, or faculty resides in, the LGBTQ+ committee has worked to increase access for campus community members to utilize a preferred name in situations where a legal name is not required.

Title IX - Commitment to a safe learning environment

Shippensburg University and its faculty are committed to ensuring a safe and productive educational environment for all students. In order to comply with the requirements of Title IX of the Education Amendments of 1972 and the University's commitment to offering supportive measures in accordance with the 2020 regulations issued under Title IX, the University requires faculty members to report incidents of sexual violence shared by students to the University's Title IX Coordinator at title9@ship.edu or by calling (717) 477-1161. The **only exceptions** to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student **during**: 1. A classroom discussion; 2. in a writing assignment for a class; 3. or as part of a University-approved research project. Faculty members are **obligated** to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the University protection of minors policy found here: <https://www.ship.edu/globalassets/no-more/su-protection-and-supervision-of-minors-on-campus.pdf>. Information regarding the resources that are available to victims of sexual violence are set forth here: <https://www.ship.edu/life/resources/womens-center/resources/> and reporting processes and resolution can be found here: <https://www.ship.edu/globalassets/administration-finance/policies/701-002-sexual-misconduct-policy.pdf>

Tentative Course Schedule

The timeline for this course may need to be adjusted due to unforeseen circumstances. Changes will be announced via Zoom, email or D2L.

NOTE: This is an abbreviated schedule. Please see each week's module (on the D2L course site under "Content") for due dates and the full list of tasks, assignments, videos and other materials for the week.

Week 1 (Feb. 8-14): Introduction

Zoom meeting

InDesign online tutorials

Practice Assignment (Introductory Exercise) due end of the day Monday, Feb. 15.

Week 2 (Feb. 15-21): Proximity

Zoom meeting

Read Chapters 1 (Introduction) and 2 (Proximity)

Videos and other materials (on D2L)

Quiz – take by end of the day Sunday, Feb. 21

Practice Assignment (Design Principles Exercise 1) due end of the day Monday, Feb. 22

Week 3 (Feb. 22-28): Alignment and repetition

Zoom meeting

Read Chapters 3 (Alignment) and 4 (Repetition)

Videos and other materials

Quiz

Practice Assignment (Design Principles Exercise 2) due end of the day Monday, March 1

Week 4 (March 1-7): Contrast

Zoom meeting

Read Chapters 5 (Contrast) and 6 (Review of the Four Design Principles)

Videos and other materials

Quiz

Practice Assignment (Flyer Exercise) due end of the day Monday, March 15

Week 5 (March 8-14): Color

Zoom meeting

Read Chapter 7 (Design with Color)

Videos and other materials

Quiz

Reminder: Practice Assignment (Flyer Exercise) due end of the day Monday, March 15

Week 6 (March 15-21): Typography

Zoom meeting

Read Chapters 9 (The Essentials of Typography) and 10 (Type & Life)

Videos and other materials

Quiz

Week 7 (March 22-28): Typography (cont.)

Zoom meeting

Read Chapters 11 (Categories of Type) and 12 (Type Contrasts)

Videos and other materials

Quiz

Practice Assignment (Color and Type) due end of the day Monday, March 29

Week 8 (March 29-April 4): Business cards

Zoom meeting

Read Chapter 8, pp. 117-120 (Business Cards)

Videos and other materials

Quiz

Practice Assignment (Business Card) due end of the day Monday, April 5

Week 9 (April 5-11): Flyers

Zoom meeting

Read Chapter 8, pp. 125-128 (Flyers)

Videos and other materials

Quiz

Flyer due end of the day Monday, April 12

Week 10 (April 12-18): Brochures

Zoom meeting

Read Chapter 10, pp. 133-136 (Brochures)

Videos and other materials

Quiz

Trifold brochure due end of the day Monday, April 19

Week 11 (April 19-25): Newsletters

Zoom meeting

Read Chapter 8, pp. 129-132 (Newsletters)

Videos and other materials

Quiz

Newsletter due end of the day Monday, May 3

Week 12 (April 26-May 2): Newsletters (cont.)

Zoom meeting

Reading, TBA

Videos and other materials

Reminder: Newsletter due end of the day Monday, May 3

Week 13 (May 3-9): Work on final project

Zoom meeting

Week 14 (May 10-16): Work on final project

Zoom meeting

May 17-21: Finals week (There is NO final exam in this course.)

FINAL PROJECT DUE – due date to be announced