
COM 381: Promotional Publication Design

Shippensburg University, Fall 2022

Mondays and Wednesdays, 3:30-4:45 p.m., Rowland 206

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NOTE: Adjustments may need to be made to this course and the syllabus. Schedule revisions are likely, and some class sessions may be held online via Zoom. Check the course D2L site (<https://d2l.ship.edu>) and your Ship email account regularly for announcements and updates.

University COVID-19 safety statement

Due to the COVID-19 pandemic, students will be expected to follow the CDC, PA Department of Health and university safety protocols to reduce risks to everyone's health. The most up-to-date information about each individual's responsibility to protect the health and wellbeing of the entire campus community can be found on Shippensburg University's website at <https://raiderrespect.ship.edu/>. There are specific locations on campus where masks are required, including in personal faculty or staff offices where posted.

Do not come to class if you are sick or if you suspect that you have been exposed to someone who is sick. Visit Etter Health Center on campus (717-477-1458) for symptomatic COVID tests and care (mask required). Notify covid19@ship.edu, and they will notify all of your professors of absence due to quarantine or isolation. Make plans to copy class notes from another student, use additional resources posted to D2L, and plan to join office hours via Zoom to ask questions about the material you have missed when you are well enough to do so.

Office hours

Mondays and Wednesdays, 1 – 2 p.m.

Tuesdays and Thursdays, 2 – 3:30 p.m.

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

Don't hesitate to meet with me in my office (Rowland 123) or via Zoom if you need help or have course-related questions. 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 arrange a different time.

Course description

This course teaches design techniques and concepts 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, brochures and business cards.

Course goals

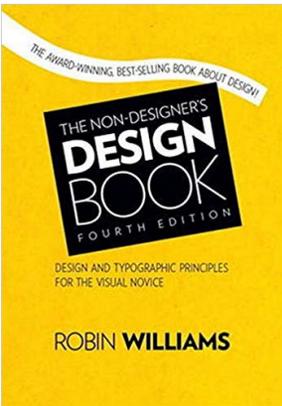
- To develop an understanding of design principles and the use of color and type in publication design.
- To explain the strategies for effective communication via various types of promotional publications.

- 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.

	<p><u>Required materials</u></p> <p>Textbook: <i>The Non-Designer's Design Book</i> (4th edition, 2014). Robin Williams. ISBN: 978-0133966152.</p> <p>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.</p> <p>A USB thumb (bring to class) to save and manage files so that you may access them on multiple computers. Otherwise, you might lose your work.</p>
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Professional values and competencies for majors and minors

The Communication, Journalism and Media 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:

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- 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.

Attendance policy

- **Attendance is mandatory**, and students are expected to arrive on time. An attendance sheet will be circulated at the start of class each day. It is your responsibility to sign the sheet. The attendance sheets will serve as the official record of attendance. If you come to class late, after the attendance sheet has circulated, you may be marked absent that day.
- **An absence will be excused ONLY** if you (1) notify the instructor of the absence via email **before** class, **AND** (2) provide official written documentation of the reason for the absence (e.g., an official signed, dated note from a doctor, coach, lawyer, other instructor, etc.) **on the day you return to class**. If you know you will miss more than one class due to illness or a family emergency, it is recommended that you notify the Dean's Office, which will notify all your

instructors of your absences (NOTE: Notifying the Dean's Office does not automatically excuse an absence. You still must provide the appropriate documentation when you return to class.)

- Leaving class early, sleeping during class or not participating in class activities may count as an unexcused absence for that class period.
- **Students are permitted no more than 3 unexcused absences during the semester.** More than 3 unexcused absences will result in the lowering of your final course grade as follows:
 - **4 or 5 unexcused absences** = final grade lowered by a **half-grade** — for example, from an A- to a B+ or from a C+ to a C. NOTE: Ship does not use C- or D+ grades, so a C would be lowered to a D.
 - **6 unexcused absences** = final grade lowered by a **full letter grade** — for example, from a B to a C.
 - **7 or more unexcused absences** = student automatically **fails the course (grade of F)**, regardless of his or her performance on quizzes and assignments.
- Prolonged or repeated absences will make it difficult to pass this course. In such situations, please meet with me so that we may discuss the situation and consider options such as withdrawal from the course or a leave of absence from the university.

Class participation and etiquette

- You are expected to be an active, engaged participant in the class and make thoughtful contributions to class discussions.
- Inappropriate, rude or disrespectful language or behavior of any kind will not be tolerated. This may include (but is not limited to): talking or not paying attention during a lecture; using inappropriate language; being disrespectful to your instructor or classmates; texting, emailing, listening to music or other use of electronic devices during class; sleeping; and tardiness.
- **Unless instructed otherwise, the use of cell phones, headphones or earbuds, and other electronic gadgets in the classroom is not permitted.** Cell phones are to be turned off or set to vibrate and put away during class.
- **No food or drink is permitted in the computer labs.**

Email communication

- I frequently use email to communicate important class information. Please check your Ship email account regularly. 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.** **Always mention that the email is regarding COM 381 (Promo Pubs).** 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.

D2L site, reading and quizzes

D2L site: Course materials (including assignment handouts and quizzes) will be posted to the course D2L site (<https://d2l.ship.edu>). It is **your responsibility to check D2L 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.

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

may be additional materials or links to external sources posted to the week's D2L module to provide further instruction and guidance.

Quizzes on D2L: Most weeks will include a quiz on D2L **covering the assigned reading for the week and any lecture material and InDesign instruction from the week.** Make sure that you complete all those tasks before you take the quiz. Each module will contain a link to the week's quiz. **Quizzes will be available on D2L following Wednesday's class and 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 time limit, you will receive a score of zero. You must complete the quiz in its entirety after 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). There will be a total of nine quizzes during the semester. **Your eight highest quiz scores will count toward your semester grade, and your lowest quiz score will be dropped.** 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:

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

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

Final project: For the final project of the semester, 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 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 incomplete or in the wrong format. Submitting the wrong file, a blank file or an unreadable file will count as not submitting the assignment.

Although this is a design-oriented course, clear writing and proper spelling, grammar and punctuation are essential. Always proofread your work before submitting it. Typos, misspellings and grammatical errors will lead to point deductions.

Deadlines and course progress

It is your responsibility to make sure that you are completing all work and meeting deadlines. **If you run into problems affecting your progress in the course or your ability to meet deadlines, let's chat.**

Please email me or meet with me during office hours so that we can discuss the situation to ensure that you succeed in the course.

Quizzes must be completed by the set deadlines. Failure to take a quiz by 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. (Forgetting to take a quiz is not an extreme situation. Computer problems are not an extreme situation.)

All assignments must be completed by the due dates. Late assignments will be penalized with a 10% point deduction (approximately a full letter grade) for each day past the deadline, unless appropriate arrangements were made in advance. Any assignments submitted more than a week past the deadline will earn a grade of zero. 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. I do not grant extensions after the assignment deadline has passed.

Grading

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

Quizzes	80 points
Top 8 Quiz Scores; Lowest Score Dropped (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		

Reminder: More than three unexcused absences during the semester will result in the lowering of your final course grade (see “Attendance policy” above for details). Incompletes will be issued only in emergency situations as defined in 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:

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

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.

Access to InDesign: You must access InDesign on a laptop or desktop computer; you cannot access it from a phone, tablet or Chromebook. InDesign is available in Rowland 206 and Rowland 202 and on most campus lab computers. 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.

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, Oct. 31.** 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.

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.

Title IX - Commitment to a safe learning environment

Shippensburg University of Pennsylvania and its faculty are committed to assuring 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 regulations issued under Title IX, Shippensburg University of Pennsylvania requires faculty members to report incidents of sexual violence shared by students to the university's Title IX coordinator, Dr. John Burnett (JABurnett@ship.edu or Title9@ship.edu). The only exceptions to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, 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's Protection and Supervision of Minors on Campus Policy. Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence are available on the Office of Human Resources website: https://www.ship.edu/about/offices/hr/title_ix_statement/

Tentative Course Schedule

This schedule is subject to change. The timeline for this course may need to be adjusted due to unforeseen circumstances. Changes will be announced via email or D2L. NOTE: This is an abbreviated schedule. Please see each week's D2L module for the full list of assignments and materials for the week.

Week 1	Introduction
Monday, Aug. 22	Introduction to the course
Wednesday, Aug. 24	Introduction to InDesign
ASSIGNMENTS: Complete Adobe InDesign tutorials 1, 2 and 3 (links to the tutorials are posted in this week's Content module in D2L). Then, complete and submit the Practice Assignment (Introductory Exercise) by the end of the day (11:59 p.m.) <u>Monday, Aug. 29.</u>	

Week 2	Proximity
Monday, Aug. 29	READ for Monday: Chapter 1 – Introduction
Wednesday, Aug. 31	READ for Wednesday: Chapter 2 – Proximity
DUE: Practice Assignment (Introductory Exercise) – end of the day <u>Monday, Aug. 29.</u>	
QUIZ (on D2L): Take by end of the day (11:59 p.m.) <u>Tuesday, Sept. 6.</u> NOTE: This week's quiz covers this week's material AND the material discussed in class last Wednesday (Aug. 24).	
ASSIGNMENT: Practice Assignment (Design Principles Exercise 1) due 5 p.m. <u>Friday, Sept. 9.</u>	

Week 3	Alignment and repetition
Monday, Sept. 5	NO CLASS (Labor Day)
Wednesday, Sept. 7	READ for Wednesday: Chapter 3 – Alignment AND Chapter 4 – Repetition
DUE: Practice Assignment (Design Principles Exercise 1) – 5 p.m. <u>Friday, Sept. 9.</u>	
QUIZ (on D2L): Take by end of the day <u>Sunday, Sept. 11.</u>	
ASSIGNMENT: Practice Assignment (Design Principles Exercise 2) due end of the day <u>Monday, Sept. 19.</u>	

Week 4	Contrast
Monday, Sept. 12	READ for Monday: Chapter 5 – Contrast
Wednesday, Sept. 14	READ for Wednesday: Chapter 6 – Review of 4 Design Principles
ASSIGNMENTS: Practice Assignment (Design Principles Exercise 2) due end of the day <u>Monday Sept. 19</u>; Practice Assignment (Flyer Exercise) due end of the day <u>Monday, Oct. 3</u>.	
QUIZ (on D2L): Take by end of the day <u>Sunday, Sept. 18</u>.	

Week 5	Color
Monday, Sept. 19	READ for Monday: Chapter 7 – Design With Color
Wednesday, Sept. 21	No reading
DUE: Practice Assignment (Design Principles Exercise 2) - end of the day <u>Monday, Sept. 19</u>.	
QUIZ (on D2L): Take by end of the day <u>Sunday, Sept. 25</u>.	
ASSIGNMENT REMINDER: Practice Assignment (Flyer Exercise) due end of the day <u>Monday, Oct. 3</u>.	

Week 6	Typography (Part 1)
Monday, Sept. 26	READ for Monday: Chapter 9 – The Essentials of Typography
Wednesday, Sept. 28	READ for Wednesday: Chapter 10 – Type & Life
QUIZ (on D2L): Take by end of the day <u>Sunday, Oct. 2</u>.	

Week 7	Typography (Part 2)
Monday, Oct. 3	READ for Monday: Chapter 11 – Categories of Type
Wednesday, Oct. 5	READ for Wednesday: Chapter 12 – Type Contrasts
DUE: Practice Assignment (Flyer Exercise) - end of the day <u>Monday, Oct. 3.</u>	
ASSIGNMENT: Practice Assignment (Color and Type) due end of the day <u>Wednesday, Oct. 12.</u>	
<u>NO QUIZ THIS WEEK.</u> (This week’s material will be included on the next quiz in Week 8.)	

Week 8	Business Cards
Monday, Oct. 10	NO CLASS (Fall break)
Wednesday, Oct. 12	READ for Wednesday: Chapter 8 – pp. 117-120 (Business Cards), plus additional readings posted on D2L
DUE: Practice Assignment (Color and Type) - end of the day <u>Wednesday, Oct. 12.</u>	
QUIZ (on D2L): Take by end of the day <u>Sunday, Oct. 16.</u> NOTE: This week’s quiz covers the material from <u>both</u> Week 7 and Week 8.	
ASSIGNMENT: Practice Assignment (Business Card) due end of the day <u>Wednesday, Oct. 19.</u>	

Week 9	Flyers
Monday, Oct. 17	READ for Monday: Chapter 8 – pp. 125-128 (Flyers), plus additional readings posted on D2L
Wednesday, Oct. 19	No reading
DUE: Practice Assignment (Business Card) - end of the day <u>Wednesday, Oct. 19.</u>	
QUIZ (on D2L): Take by end of the day <u>Sunday, Oct. 23.</u>	
ASSIGNMENT: Flyer due end of the day <u>Monday, Oct. 31.</u>	

Week 10	Brochures
Monday, Oct. 24	READ for Monday: Chapter 10 – pp. 133-136 (Brochures)
Wednesday, Oct. 26	No reading
QUIZ (on D2L): Take by end of the day <u>Sunday, Oct. 30.</u>	
ASSIGNMENT REMINDER: Flyer due end of the day <u>Monday, Oct. 31.</u>	
ASSIGNMENT: Trifold brochure due end of the day <u>Monday, Nov. 7</u>	

Week 11	Newsletters
Monday, Oct. 31	READ for Monday: Chapter 8, pp. 129-132 (Newsletters)
Wednesday, Nov. 2	No reading
DUE: Flyer – end of the day Monday, Oct. 31	
QUIZ (on D2L): Take by end of the day <u>Sunday, Nov. 6.</u>	
ASSIGNMENT REMINDER: Trifold brochure due end of the day <u>Monday, Nov. 7</u>	
ASSIGNMENT: Newsletter due end of the day <u>Wednesday, Nov. 16.</u>	

Week 12	Designing for the web and social media
Monday, Nov. 7	READ for Monday: Readings posted on D2L
Wednesday, Nov. 9	No reading
DUE: Trifold brochure – end of the day Monday, Nov. 7.	
ASSIGNMENT REMINDER: Newsletter due end of the day <u>Wednesday, Nov. 16.</u>	

Week 13	Work on final project
Monday, Nov. 14	Discuss final project
Wednesday, Nov. 16	Lab time; work on projects
DUE: Newsletter - end of the day <u>Wednesday, Nov. 16.</u>	
ASSIGNMENT: Final project due <u>during finals week</u> (date and time to be announced)	

Week 14	Work on final project
Monday, Nov. 21	Lab time; work on projects
Wednesday, Nov. 23	NO CLASS (Thanksgiving break)

Week 15	Work on final project
Monday, Nov. 28	Lab time; work on projects
Wednesday, Nov. 30	Lab time; work on projects

Finals week (Dec. 5-9)	FINAL PROJECT DUE Deadline to be announced
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