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## MAC 465: GRAPHIC DESIGN FOR MASS MEDIA

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FALL 2015  
MWF 2:00P-2:50P

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### BASIC INFORMATION

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### INSTRUCTOR INFORMATION

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Dr. Thomas R. Jeffrey  
Phone: 270-789-5372  
E-mail: [trjeffrey@campbellsville.edu](mailto:trjeffrey@campbellsville.edu)  
Course website: <https://tigernet.campbellsville.edu>

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### COURSE DESCRIPTION

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Students will learn graphic design basics for print and digital media delivery. Students will use Adobe Photoshop, InDesign, and other tools to create such publications. The course will focus on the planning, creation, and use of various graphic design elements, such as text, graphics, and illustrations.

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### TEXT/MATERIALS

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- Required: The Newspaper Designer's Handbook, sixth edition, by Tim Harrower.
- Various other handouts and materials will be provided by the instructor.

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### COURSE OBJECTIVES:

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- Students will learn terminology used in laying out various publications, beginning with newspapers and moving to other print and digital publications. They will also be introduced to the various software and specialized computer equipment used in the industry.
- Students will learn basic print and digital publication design that will enable them to lay out stories, photos, graphs, and other illustrations in an attractive and readable fashion for a variety of media.
- Students will learn how to plan, design, and create a basic web site.
- Students will learn the digital imaging and desktop publishing techniques essential for anyone entering the newspaper business, public relations, or any other communication field.
- The course will provide students with the layout skills necessary to obtain a job in today's mass media world.

# GRADING

## ASSESSMENTS

Group Project (1 - Deadline)	100 points
Exams (2)	100 points
Individual Projects (10 - Deadline)	200 points
Facebook Posts (10)	50 points
<u>Attendance *</u>	<u>50 points</u>
<b>Total</b>	<b>500 points</b>

\*Grade based on actual attendance, after 5 absences (3 tardy = 1 absence) will receive 0 points.

## GRADE BREAKDOWN

A	B	C	D	F
450 points (90%)	400 points (80-89%)	350 points (70%-79%)	300 points (60%-69%)	>299 points (>59%)

## ASSIGNMENT INFORMATION

### Group Project

Students will be grouped to conceptualize, plan, and develop a media convergence project. Classroom instruction and practice will be given to help guide students through the process of developing a convergence plan for multiple media. Although classroom time will be allocated for project development, work outside of class will be required. Grading of the group project has four (4) components:

1. Team meetings – throughout the course the team will meet with the instructor to give progress reports
2. Documentation – documents will be generated by the group to show progress toward the final product and show creative conceptualizations (idea generation and refinement)
3. Instructor project evaluation – the final product will be evaluated by the instructor based on how well project criteria meets the project rubric
4. Teams will present their final product to an expert in the field

### Individual Projects

Students will be required to apply basic graphic design concepts to a number of individual projects that may include, among other things, layouts for business cards, brochures, newspapers, magazines, web sites, and other digital delivery systems and then give a presentation of their project to the entire class.

### In-Class Activities

Students will engage in classroom activities to help develop the skills needed for the group project and reinforce the concepts learned.

### Facebook Posts

Students will be required to submit comments on Facebook to instructor posts that may range from critical analysis to artifact collection to evaluation of various graphic design topics.

## ASSIGNMENT POLICIES

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**NO LATE WORK:** All DEADLINE assignments are due on the dates listed above. If an assignment description or course schedule provides a DEADLINE date for a particular assignment, that assignment is considered a DEADLINE assignment. DEADLINE assignments are not accepted after their due date. If an assignment is not turned in on or before the provided due date, then the student will immediately receive a zero (0) for that assignment. Deadlines are provided at the beginning of the semester and students are given ample time to complete assignments. University related events are not an excuse for missing a deadline. Outside of extreme illness or death, there is no exception to this rule.

Work outside of class will be necessary to complete assignments. However, in many cases, lab time will be available in the regular class sessions. Additional lab time needed is the student's responsibility. Due dates for assignments are presented in class and posted on the syllabus and the course website. Assignments submitted late will be penalized unless prior arrangements with the instructor have been made. No assignments will be accepted after the last day of class (before finals week). Makeup exams/assignments will be given ONLY when the student tells the professor prior to the class period the exam/assignment is given that he or she will be unable to attend class. If the student does not notify the professor of his or her absence, the student will receive a zero on the exam/assignment.

### Plagiarism:

Plagiarism and cheating are examples of academic dishonesty. Neither will be tolerated in this course.

- Plagiarism is quoting or paraphrasing a phrase, a sentence, sentences or significant amounts of text from a web or print source without using quotation marks and without a citation. The plagiarist submits the work for credit in a class as part of the requirements for that class.  
Examples of cheating include looking on another student's test or assignment and submitting plagiarized work as your own.

If a student commits plagiarism or cheats in this course, the professor will decide on one of two possible penalties: an F on that assignment or an F in the entire course. The student's dean and the vice president for academic affairs will be notified of either consequence.

## IMPORTANT DETAILS

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### ATTENDANCE POLICY:

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This class meets twice per week; students are expected to attend each and every class. You are allowed two weeks of absences (4). After 4 weeks of absences (8), you will be administratively dropped from the class. Students are also expected to be punctual. Missing class means a student will miss the material covered during that particular class period. It is, therefore, important that students not miss class. Three (3) tardy marks will count as one unexcused absence for the purposes of credit for in-class activities.

University policy requires that attendance be kept and the vice president for academic affairs advised if a student misses class the equivalent number of times it meets in two weeks during a regular semester. University policy also requires that the vice president for academic affairs be informed of any student who misses more than the equivalent of four weeks during a normal semester. A student missing that many times, which is four, will receive a grade of WA or be withdrawn due to absenteeism.

## DISABILITIES POLICY

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In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to "reasonable accommodations." Please notify the instructor during the first week of class. If you have a documented disability, you must provide the instructor with the paper from Disability Services. Campbellsville University is committed to reasonable accommodations for students who have documented physical and learning disabilities, as well as medical and emotional conditions. If you have a documented disability or condition of this nature, you may be eligible for disability services. Documentation must be from a licensed professional and current in terms of assessment. Please contact the Coordinator of Disability Services at 270-789-5192 to inquire about services.

Campbellsville University is committed to reasonable accommodations for students who have documented learning and physical disabilities, as well as medical and emotional conditions. If you have a documented disability or condition of this nature, you may be eligible for disability services. Documentation must be from a licensed professional and current in terms of assessment. To inquire about services, contact the coordinator of disability services at (270) 789-5192.

## CAMPUS SAFETY AND SECURITY

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Campbellsville University and its faculty are committed to assuring a safe and productive educational environment for all students. In order to meet this commitment and to comply with Title IX of the Education Amendments of 1972 and guidance from the Office for Civil Rights, the University requires all responsible employees, which includes faculty members, to report incidents of sexual misconduct shared by students to the University's Title IX Coordinator.

Title IX Coordinator:

Terry VanMeter  
1 University Drive  
UPO Box 944  
Administration Office 8A  
Phone - 270-789-5016  
Email - [twvanmeter@campbellsville.edu](mailto:twvanmeter@campbellsville.edu)

Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence is set forth at: [www.campbellsville.edu/titleIX](http://www.campbellsville.edu/titleIX)

### **Campus Security Phone Numbers**

Security Cell Phone: (270) 403-3611

Security Office Phone: (270) 789-5555

## COURSE OUTLINE AND SCHEDULE

Week	Content	Assignment
1	Introduction to course and tools	
2	Historical Perspective, working with the tools	Promo Sheet
3	Basics & Design Elements	Interviews
4	Story & Page Design	Business Card
5	Photos & Art	Brochure
6	Graphics & Sidebars	Newspaper
7	Print Review	Magazine
8	Digital Principles	<b>Exam 1</b>
9	Web Site Design	Web Site
10	Social Media	Blog/FB/Twitter Mockup
11	Mobile Devices	Mobile Mockup
12	Digital Ad Space	Digital Ad
13	Digital Review	<b>Exam 2</b>
14	Group Project Development	Group Project Development
15	Group Project Development	Group Project Development
16	<b>Finals Week</b>	