Comm 3331: Graphics of Print Media - Fall 2004

The following class out-line is subject to changes and modifications as necessary. Any changes will be given with usually one weeks notice.

This class is designed to give students a better understanding of what is involved with the “production” of printed materials within the communication industry. An introduction into the old methods used up to and including the use of the computer in the industry. Each student will be introduced to the Macintosh computer as a “production” tool including an INTRODUCTION to the use of Adobe PageMaker, Illustrator, and Photoshop. We will also cover such topics as typography, photography, use of color, and many other design elements as the class progresses.

This course is designed to be an INTRODUCTION to the various aspects of designing material for the print media. Upon completion of this class, the student will be able to communicate at a base level within the industry.

I. Instructor:

Steven Lama
E-Mail: slamprod@aol.com
Phone: UTEP 747-6291 or Studio 587-7526
Office Hours: Cott 104: T/TR 11:30 - noon, during lab times, and sometimes between 7:30 - 8:00 pm

II. Objectives:

Upon completion of this class, the student will be able to:
• Distinguish differences in type
• Understand scaling/cropping of graphics/photographs
• Design rough layouts for approval to be created into finished ads
• Have a basic understanding of how the computer is used in design
• Define as well as understand basic terms used in the print media
• Be introduced to “basic” computer design programs

III. Evaluation:

Assignments: = 600 points (60%) A = 900+ points
Exams: = 250 points (25%) B = 800 - 899 points
Lab practicum: = 150 points (15%) C = 700 - 799 points
Attendance/Quizzes: 20-25 extra credit points D = 600 - 699 points
F= 0-599 points
I may be penalized up to 20 and your RESPONSIBILITY to complete!

Extra credit = Options to be given at a later date which will include optional field trips.
IV. Text & Materials:

A Guide to Graphic Print Production
by Johansson, Lundberg, Ryberg

Notes on Graphic Design and Visual Communication
by Gregg Berryman

Optional Books: not required but strongly recommended!

The Non-Designer's Design Book (first or second edition)
by Robin Williams

The Non-Designers Scan and Print Book
by Robin Williams

Getting it Printed 3rd edition
by Mark Beach, Ph.D. & Eric Kenly, M.S.

Production for Graphic Designers 3rd. edition
by Alan Pipes

Great Production by Design
by Constance J. Sidles

Redesigning Print for the Web
by Rd. Mario R. Garcia (Hyde Books)

Required Materials: One (1) Macintosh 100 MB formatted ZIP disk and any other materials necessary to complete assignments. Depending on how and where you print your assignments will affect how much assignment printing costs.

Assignments will be mounted onto black 11x14 presentation boards unless otherwise noted.
V. Policies:

Students are EXPECTED to attend ALL classes and to arrive ON TIME! Students are required to read any textbook assignments ahead of class in order to discuss the material at hand. Unannounced pop quizzes may be given if participation begins to slack or in the event students continually come to class late. Exams may ONLY be made-up if PRIOR arrangements (more than 48 hours) are made and provided that extreme circumstances exist. Students should schedule their off campus events like Doctor appointments, car maintenance, and any other personal business around class times as these will not be considered valid excuses for missing class, quizzes, or turning in due material. Our scheduled lab time is only for class work; a student using computers for any other purpose during our scheduled lab time will be asked to leave the lab.

Students are responsible for their own performance in this class as well as the completion of their assignments. Students who are not progressing satisfactory and wish to drop the class, must follow the official college guidelines in obtaining a “W” for their final grade. If you end up taking an “I” for the class, it is YOUR RESPONSIBILITY to prepare all the proper paperwork as well as complete the material required and file any remaining paperwork. I will not track you down and finish what you did not complete. If you fail to take care of the proper material, an “I” will eventually default to an “F.”

Late work NOT be accepted. You will be given ONE (1) freebe. After that one exception, late assignments will only be accepted for critique but will not be graded.

The use of Cellular phones WILL NOT be permitted during ANY EXAM. Use of cell phones during class time will be permitted if prior arrangements have been made. If a phone is used, class will stop until the phone is called completed.
Name:
e-mail:
Classification:
Major\Minor:

Have you participated in publication activities in high school or college?
If yes, in what capacity?

Are you currently employed in any segment of the advertising profession?
If yes, where, in what capacity, etc

What do you expect to learn from this class?

What computer programs are you familiar with and or use? Have you worked on a mac? If so, are you willing to help others in lab?