Comm 3331: Graphics of Print Media - Spring 2005

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 with in 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%)
Exams: = 250 points (25%)
Lab practicum: = 150 points (15%)
Attendance/Quizzes: 20-25 extra credit points

A = 900+ points
B = 800 - 899 points
C = 700 - 799 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:

**Required Textbook: (Another title likely to follow)**

*Notes on Graphic Design and Visual Communication*
by Gregg Berryman

**Optional Textbook:**

*The Official Adobe Print Publishing Guide* (out of print but still available in used bookstores)
by Adobe Press ISBN#1-56830-468-4

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

**Additional Reading Material:**

*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: You will need some type of device to transfer your files between labs/computers while working on your assignments. Traditionally it was a 100MB Zip Disk; however, in the more recent times it is better to purchase some type of USB flash drive (also called Jump Drives). These come in different capacities and at a minimum, a 128MB is suggested. If finances permit, purchase anything up to a 4 Gig which sells for around $145.00. You will also need to purchase 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.

Additionally, this is a MAC class. We will be working on Macs in the lab for ALL assignments. The advertising field and graphics field is a Mac platform and therefore, all labs and projects will be done on a Mac.
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. Unanounced 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 there 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 (or any other digital communication device) 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 call is completed.