Graphics for Strategic Media

JRSM 3905-001

Fall 2023

Class Meeting: TR – 9:40 a.m. - 11:05 a.m., MJ 202

Oakley R. Weddle

Office: Meeman 320 or Zoom
Office hours: *(please email to make an appointment)*
Thursday, 11:30 a.m. - 4 p.m.
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COURSE REQUIREMENTS

Catalog description

Practices of development of social media graphics, flyers, brochures and other collateral materials using Adobe Spark, Canva and other Web-based tools.

Prerequisites

None

Textbooks, Software and Required Materials

Golombisky, K. & Hagen, R. (2017). *White Space Is Not Your Enemy (3rd ed.)*. Waltham, MA: Focal Press. ISBN-13: 978-1138804647.

Canva - primary software used for class
Adobe Express (optional)
Adobe Photoshop CC (optional)
Note: Students can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com. Students can also access software in classroom computer labs, at the University Center Tech Hub on the UofM campus, and at citrix.memphis.edu.

Note: University computers are regularly erased, and lost files cannot be recovered. Please be sure to always save your files on your own USB device and/or digitally. Saving files on university computers is not permitted.

Classroom format

This course is designed to teach the foundational skills for creativity for strategic media. Students will explore web-based tools for developing basic graphics for print and social media.

Students are required to complete multiple design activities and design projects throughout the semester, as well as a final portfolio. The design activities reinforce principles of the software and teach techniques for creative work. The design projects allow students to work creatively for various applications of graphic design skills.

Since this is an in-person course, we will often work on assignments in class. Additionally, we

will share, compliment, and critique one another's work as a class. This is meant to be done in a respectful and professional manner, to build one another up and offer helpful feedback and tips in order to better each other's work. We each bring a unique perspective to the table, and hearing diverse points of view can only better our work. However, disrespectful or insulting comments and critiques will not be accepted.

Accessing the course website
1. Go to the UofM online learning home page: https://memphis.instructure.com/
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 3905-001 to enter your course and read the instructions on the welcoming page

Course Requirements
- All assignments are to be submitted electronically via Canvas.
- Each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- All homework and quizzes are due at 11:59 p.m. Sunday of the week they are assigned. Please see below for a late work policy.
- Design projects may not use templates, model any existing design or use any photos the students did not shoot. Doing so is grounds for failure of the assignment. Repeated offenses will result in failure of the course, academic suspension and/or academic dismissal. The few exceptions are as a starting point for resumes and business cards and on websites for portfolios.
- Work will be critiqued in the classroom and must be suitable for presentation.
- Students are encouraged to work ahead on assignments to develop their creative processes for the work.

Assignments
Introduction Graphic
GA1: Designing for Facebook
GA2: Designing for Twitter
GA3: Designing for Instagram
GA4: Snapchat Filters
GA5: Logo design
GA6: Social Media Chart
GA7: Social Media Brand Pack
GA8: Photo Collage
GA9: Logo Brand Pack
GA10: 60-second video

GP1: Event Flyer/Poster
GP2: Brochure
GP3: Print Ad
GP4: Infographic

Final: 3-Part Branding project (Social Media, Print & Video)

Portfolio Projects
Website
Personal logo
Resume
Business card

Honors
Any student who would like to contract this course for honors credit must speak with the instructor before the honors deadline to complete the needed paperwork. Students contracting the course will produce a larger project for the final project.

Portfolio
All Department of Journalism and Strategic Media undergraduate students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. However, JRSM 3905 is a key point in the portfolio process. Students must create their portfolios and include several items from this course: 1. The personal branding developed in 3905, including logos, colors and type styles; 2. The résumé developed in 3905 as an HTML document and downloadable PDF; and 3. Design work samples created in the course, which have been revised from their original submissions. Final portfolios will be graded on these measures.

AI/ChatGPT
ChatGPT and similar AI tools, though useful in many contexts, are inappropriate for use in this course. An important outcome of this course is to strengthen your own abilities as a thinker and writer. That is only possible when you do your own work. You may not submit work that is written or designed wholly or partially by an AI tool. Assignment submissions may be run through AI detection software. If your submission appears to have been written using AI, you may either receive a failing grade or be asked to resubmit the assignment.

Grading
Grading Philosophy: A=Professional quality work that could be used with little or no modification; B=Good to excellent work and exceeds requirement but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

NOTE: Students in Journalism and Strategic Media must earn a C- or better to earn credit in the course. Students completing an honors contract must earn a B or better for honors credit.

Grade Distribution:

Assignment	Number	Percent of grade
Graphics Activities	11	20%
Graphics Projects	4	35%
Weekly quizzes	13	15%
Final project	1	15%
Resume & portfolio	1	15%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

Computer usage

Students are expected to use a computer in this course. Students will use Apple computers in class but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world.

Writing style

Although this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

COURSE SCHEDULE

Week 1, August 28-Sept 3: Basics of Visual Communication
Readings: Chapter 1 in White Space Is Not Your Enemy (WSINYE)
Assignments: Quiz 1, Introduction Graphic.

Week 2, Sept 4 - 10: Design Foundations
Readings: Chapter 2 & Chapter 5 in WSINYE
Assignments: Quiz 2, GA 1, Share Introduction Graphic with Class.
Extra Credit: Abstract Reflection DUE

Week 3, Sept 11 - 17: Type and Color
Readings: Chapter 7 and Chapter 8 in WSINYE
Assignments: Quiz 3, GA 2, GP 1.

Week 4, September 18 - 24: Photography
Assignments: Quiz 4, GA 3.

Week 5, September 25 - October 1: Layout
Readings: Chapter 3, Chapter 4, and Chapter 6 in WSINYE
Assignments: Quiz 5, GA 4, GP 2.

Week 6, October 2 - October 8: Branding and Advertising
Readings: Chapter 9 & Chapter 14 in WSINYE Assignments: Quiz 6, GA 5, GP 3.

Week 7, October 9 - 13: Personal branding and Websites
Assignments: Quiz 7, Resume, Business card

Week 8, October 14 - October 18: Fall Break
Take some time to prioritize your personal wellness. No assignments due. Work on Personal Branding and Websites.

Week 9, October 19- 29: Websites
Readings: Chapter 13 in WSINYE
Assignments: Quiz 8, Portfolio site.

Week 10, October 30 - November 5: Social media
Readings: Chapter 12 in WSINYE
Assignments: Quiz 9, GA 6,

Week 11, November 6 - 12: Data visualization
Readings: Chapter 10 in WSINYE
Assignments: Quiz 10, GA 7, GP 4.

Week 12, November 13 - 19: Photo editing tools and Video
Assignments: Quiz 11, GA 8, Quiz 12, GA9

Week 13, November 20 - 26: Meetings + Thanksgiving
Tuesday: *Individual Meetings*
Thanksgiving holiday, NO CLASS on Thursday. No assignments due!

Week 14, November 27- December 3: Last Week of Class
November 28 - Work Day - NO CLASS
November 29 - Submit Final Project Draft
November 30 - Final Project In-Class/Final Day of Class

Final Project Due: December 5 at 11:59 P.M.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JRSM 3905
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- 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.

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)
- Show a technical awareness of digital design tools through class assignments, lectures and demonstrations.
- Interpret various theories and practices of visual communication and how they connect with diverse target audiences.
- Identify the basic principles of layout, design and typography and their varied applications in the world.
- Familiarity with current and emerging developments in technology and the use of contemporary software for the design and production of specific editorial, print and collateral material.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)
- Produce designs for print and digital media.
- Apply various photo editing methods for print and digital production.
- Combine multiple techniques for styling typography.
- Integrate photos, graphics and text into a layout.

How assessment of student learning will be met

Awareness
- Become aware of visual communications development and ethics of visual communications.

Understanding
- Understand different steps of the design process, including target audience, principles of design and standards of production.

Application
- Create at least five projects, including social media graphics, advertisements, personal branding and a multi-page publication; all showcasing proficiency in digital creative platforms, specifically Canva, Adobe Express and iMovie.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and

professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email
You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT
The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance
Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition
Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the Office of Student Accountability's website.

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: https://www.memphis.edu/deanofstudents/crisis/index.php or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.