

## **COMM 3720 Publication & Advertising Design**

Spring 2002

lecture .....Tuesday..... 2:00-1352 PM..... Russell 106

lab 1....Thursday..... 2:00-3:52 PM ..... Russell 106

instructor: Jean Haefner, Assistant Professor

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office hours:

Monday & Wednesday 2:00-4:00PM,

Tuesday & Thursday 9:00 AM-10:00 AM, 12:00-1:52 PM,

Friday by appointment only

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### Text and course materials:

*The Design of Advertising*, 7<sup>th</sup> ed., Roy Paul Nelson, 1994, Brown & Benchmark;  
*Graphic Design Solutions*, 2<sup>nd</sup> ed., Robin Landa, Delmar.

In addition, students may require materials to complete projects in design. These materials may be purchased (if available) from the department or the bookstore, as needed.

Course description: An introduction to publication and advertising design, layout, and practice in the evolution of visual ideas from thumbnails through finished layouts, the functions and responsibilities of designers, the types of publications, and advertising formats. Prerequisites: COMM 1230 and COMM 3130.

Course design: This course is based on a moderate self-paced design. This requires each student to exercise self-discipline and attention to details. Several assignments are required; one is a group assignment. Generally, one design assignment is due each Thursday; alterations to that plan appear in the course schedule. Unless noted otherwise, assignments can be completed in any order chosen by the student, and students may work as far ahead on assignments as preferred. No assignment will be accepted late (in other words, at least one assignment must be completed each week; students may work faster than that, but not slower).

Quizzes are scheduled for most Tuesdays, and can only be taken during class; no make-ups are available. Attendance on Tuesdays is mandatory.

Our lab time is scheduled for Thursday. Lab time is reserved for working on assignments, critiquing peer work, and enhancing skills on design-related software. You are encouraged to use the time to complete assignments, seek instructor input (to improve your grade), and to seek help and instruction from your peers during lab sessions. The instructor will be available throughout these lab sessions to provide assistance as needed.

Thursday class sessions are held to present assignments and to meet with guest speakers (designers in various industries) to discuss design elements, strategies, and practices. Attendance on Thursdays is mandatory.

Course objectives and competencies: Upon completion of this course, students will be able to...

- Understand the basic components of excellence in design.
- Demonstrate the ability to enhance communication through effective visual design.
- Articulate common pitfalls in design across the media.
- Utilize intermediate desktop publishing and imaging software skills to complete assignments.
- Articulate a growing awareness of the roles and responsibilities of graphic designers, art directors, and others in the design of publications and advertising.

Attendance and participation: Students are expected to attend class regularly and attendance records will be maintained. Unexcused absences will result in a negative impact on how much students gain from this class, as well as participation and grades. Missed work due to unexcused absences cannot be made up. Attendance is required for every class meeting. Exceptions can be made for participating athletes, Drs. excuses (bring appointment card), or other events. In addition to non-attendance, unexcused absences include: arriving late to class, leaving class early. Unexcused absences will result in a lower grade proportionate to the number of days absent. The final grade will be reduced by 1/4 letter grade for every unexcused absence beyond two. In addition...

1. Students have the right to miss class for religious observances. Students wishing time off for this reason should let the instructor know within the first two weeks of class.
2. Reasonable accommodations will be provided for students with physical, sensory, cognitive, systemic, and psychiatric disabilities. Please contact the instructor to discuss accommodations required for this course.

Course grading: The following scale will be applied to all design assignments (including in-class assignments and exams)...

- "A" = 90-100%; this assignment exhibits great effort and critical thinking on topics discussed; construction and design is impeccable, with appropriate word usage, spelling, punctuation and creativity.
- "B" = 80-89%; this assignment contains only minor errors in any of the above areas, but still communicates effectively.
- "C" = 70-79%; this assignment has several minor errors and at least one serious flaw that inhibits communication effectiveness.
- "D" = 60-69%; this assignment has minor errors and more than one serious flaw which have reduced communication effectiveness to below average.
- "F" = 59% or less; this assignment fails to meet the minimum criteria for the assignment; any assignment that is turned in late; any assignment that fails to provide adequate citations for sources.

Course work overview: Students in this course will be required to complete the following course work (for an overall total of 1,000 points possible)...

- Quizzes for a total of 200 points. Quizzes will be held usually on Tuesday (see course schedule); quizzes cannot be made up. Each quiz is worth 20 points.
- Portfolio for a total of 150 points. The portfolio will be due before midterm and before the end of the course. Each submission of the portfolio is worth 75 points. The portfolio consists of three parts (these parts may be divided into sections at student discretion): a "swipe file," a "design pitfalls" section, and a section containing all graded assignments.

- Part one: the swipe file will contain samples of design elements the student has found and appreciates. Samples may cover typography, art, paper, color, etc. and may show stationery, a brochure, a newspaper, a magazine, a billboard, etc. Each sample must be accompanied by a paragraph describing the element the student has chosen as an excellent example of design. At least five samples by midterm and another five by the end of the semester (no more than 15 total) should be included. Only two samples of a given type (i.e., business cards) may be included.
- Part two: the design pitfalls section will contain samples of common design problems, and each sample will be clearly labeled. Design problems may include inappropriate column spacing, widows or orphans, trapped white space, exaggerated tabs or indents, too many typefaces, etc. This part of the portfolio should contain samples of at least six design problems by midterm and another six by the end of the semester (no more than 15 total).
- Part three: all graded assignments should be included in the third section. At midterm and at the end of the semester, when the portfolios are due, the student may (but is not required to) redo any one assignment, submitting both the original, graded version and the new rendering. This will be evaluated for a possible raise in grade on that assignment (up to the equivalent of one letter grade). This redo should be clearly indicated in the portfolio. Students are strongly urged to maintain all designs on disk, with backups, for each assignment.
- Design remake (group) for a total of 200 points. Groups will develop a 45-minute presentation on a creative, unique re-design of visual identity/branding. The presentation must include a well-prepared handout showing the final project and instructional overview on how it was created. This assignment serves as the final for this course. The grade will be based on presentation, design, creativity, and organization.
- Individual design projects for a total of 650 points. Various projects will be assigned throughout the class, with the point range of 50 to 100 points each. Each assignment must be submitted with the appropriate cover sheet.