

MEDIA DESIGN

MEDIA DESIGN & GRAPHICS (SUMMER 2020)

WEBSITE: [HTTPS://QUINTRANDLE.WIXSITE.COM/HOME/](https://quintrandle.wixsite.com/home/)

We live in a visual world. Just like other forms of communication, you are already quite versed in the language of visual design. This course will not only help you to "read" what you see in a more critical way, but we will also learn how to create compelling images. (For example, did you happen to catch the typography problem in the previous sentence?) We will immerse ourselves in the world of graphic design, including theories and models of creativity, semiotics and gestalt – as well as the use of industry-standard software. Projects will help you start to build a portfolio.

Grade Breakdown

Projects & Exercises: (35%): About six weekly projects and some in-class related exercises you will complete inside and outside of class. (In-class exercises cannot be "made up.") In general, the project cycle starts on Wednesday with a finished draft of the project due the following Monday. You then make final revisions based on feedback and turn that in by start of class Wednesday. You are then ready for new concepts and a new project. These are graded as "Pass/No Pass." Failure to meet the Monday deadline without a legitimate draft reduces your score by 50%. If the draft or the final draft does not pass, then the project receives a 30% reduction. Thus, a late project can sometimes receive a 20% score due to the combination of the above.

Final Exam: (65%) A multiple-choice exam that covers vocabulary, concepts and theories at the end of the course. (Attend class, take good notes, and then study for the final.)

Professionalism & Attendance (Up to **minus 30%**): The expectation is that you be on time for and attend class. More than ONE absence will result in your grade being lowered by half a letter grade to start. Each additional absence will then reduce your grade 4% further. Excused absences are defined as medical emergencies communicated to me before class and those requiring the university form. Any more than two tardies and your grade will be reduced by 2% for each tardy. (Tardy is defined as not being present or not signing the roll at the start of class.)

Outcomes

Critical thinking: Students will be scholars of the mass communication process by thinking critically about the relationship between mass media and society.

Theory: Students will be scholars of the mass communication process by applying relevant theory to design practice.

Technology: Students will be able to apply appropriate technology to the creation and dissemination of messages.

Diversity: Students will demonstrate understanding and respect for diversity, including differing people, opinions, ideas, and agency in a global society.

Evaluation: Students will critically evaluate media-related issues in the light of the Gospel of Jesus Christ.

CLASS SCHEDULE

PROJECT 1
Mood Board
(Creativity/Semiotics)

PROJECT 2
Business Card
(Typography/C.R.A.P)

PROJECT 3
Social Media Image
(Color Theory)

PROJECT 4
Digital Photography
(Composition & Visual Theories)

PROJECT 5
Explainer Infographic
(Gestalt & Information Theory)

PROJECT 6
Page Design
(Balance, Composition, Grids)

FINAL EXAM
Vocabulary, Theory & Concepts



Dr. Quint Randle
332 BRMB
Office hours TBD
801-422-1694
801-318-0734
quint@byu.edu

Textbook & Software

Web-based readings and tutorials will be posted. A two-month subscription to Adobe Indesign CC on your laptop is required. (See [Department Laptop Requirement](#).) While InDesign is available at many labs on campus it is much more efficient and fun to work on your project on feedback days IN CLASS.

313 COURSE SCHEDULE

W	BEFORE CLASS	CLASS	LET'S TALK ABOUT	PRACTICE	DUE TODAY
1	Syllabus	M 6/22	Course Intro, Semiotics, Creativity	Subscribe to InDesign or Adobe Suite	Join FB Group. Read syllabus.
	Mood Boards "Learn InDesign in 30 Mins" *	W 6/24	The Adobe Suite, Mood Boards, Focus	InDesign Intro Launch Mood Board	Adobe subscription
2	"Creating a Document"	M 6/29	Feedback	Typography in InDesign Basic Layout	P1 Mood Board due
	Typography "Managing Pages"	W 7/1	C.R.A.P. Typography	Start Biz Card Project	P1 Mood Board Final
3	"Text"	M 7/6	Feedback		P2 Business Card due
	Color theory "Color & Transparency"	W 7/8	Color Theory	Color in InDesign	P2 Business Card Final
4	"Graphics"	M 7/13	Feedback		P3 Social Media Due
	Photo Composition "Managing Objects"	W 7/15	Photography & Composition	Launch photography project	P3 Social Media Final
5	"Text Formatting"	M 7/20	Feedback		P4 Digital Photography due
	Gestalt "Tables"	W 7/22	Gestalt Signal-to-Noise	Introduce Explainer Infographic Pen tool basics	P4 Digital Photo Final
6	"Styles"	M 7/27	Feedback		P5 Explainer Infographic due
	Balance "Printing and Exporting"	W 7/29	Balance & Grids	Introduce Page Design Grids	P5 Explainer Infographic Final
7		M 8/3		Feedback	P6 Page Design due
		W 8/5	Final Exam review		P6 Page Design Final
	Study for Final Exam	8/10	Final Exam "In Class"		

* "IN Learning" lessons in quote marks above are from David Blatner's InDesign CC 2019 Essential Training
<https://www.linkedin.com/learning/indesign-cc-2019-essential-training/indesign-learn-the-fundamentals?u=2153100>

** We are unable to accommodate requests to take the final exam outside the final exam period.

The BYU School of Communications is accredited by ACEJMC, the Accrediting Council on Education in Journalism and Mass Communication. As a member of this body, we are committed to student learning that achieves core professional values and competencies such as freedom of speech, ethics, diversity, writing, research, critical thinking, and the application of tools and technologies of the field. More information is available at: <http://byucom.ms/acejmcinfo>

Participation & Attendance

I have little cards with information on them. I use these in class to call on students during discussions. I make notes about your attendance, participation and professionalism. Participation is part of your professionalism score. Students are expected to practice professionalism by attending class regularly and being punctual. More than one absence will result in your grade being reduced by one-half a letter grade. Each additional absence will reduce your overall grade by 4%. Each tardy more than two will result in your grade being reduced by 2% each time.

Electronic Devices

The use of computers, tablets, cell phones and multi-tasking are considered unprofessional unless we are in lab/feedback mode. (This includes using those devices to take notes.) Personal multitasking during class will reduce your professionalism score. Critique and lab sessions when laptops and devices can be used will be announced as they occur.

Deadlines

The Department of Communications faculty has identified meeting deadlines as a significant learning outcome for this class. This learning outcome reflects the fact that the communications industries are deadline-driven and that meeting deadlines is an essential component of this program. The content of this class is intended to help you be prepared for this demand of the work world. The Communications faculty have determined that in classes teaching to this learning outcome, such as this one, the ability to meet deadlines is essential and will not be waived, modified or accommodated, except in rare cases to be determined by the instructor. Thus, unless there are extreme circumstances, **LATE ASSIGNMENTS WILL AUTOMATICALLY BE GRADED "No Pass" or "FAIL" (50%)**

Honor Code

In keeping with the principles of the BYU Honor Code, students are expected to be honest in all of their academic work. Academic honesty means, most fundamentally, that any work you present as your own must in fact be your own work and not that of another. Violations of this principle may result in a failing grade in the course and additional disciplinary action by the university. Students are also expected to adhere to the Dress and Grooming Standards. Adherence demonstrates respect for yourself and others and ensures an effective learning and working environment. It is the university's

expectation, and my own expectation in class, that each student will abide by all Honor Code standards. Please call the Honor Code Office at 422-2847 if you have questions.

Sexual Harassment

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. The act is intended to eliminate sex discrimination in education and pertains to admissions, academic and athletic programs, and university-sponsored activities. Title IX also prohibits sexual harassment of students by university employees, other students, and visitors to campus. If you encounter sexual harassment or gender-based discrimination, please talk to your professor or contact one of the following: the Title IX Coordinator at 801-422-2130; the Honor Code Office at 801-422-2847; the Equal Employment Office at 801-422-5895; or Ethics Point at <http://www.ethicspoint.com>, or 1-888-238-1062 (24-hours).

Student Disability

Brigham Young University is committed to providing a working and learning atmosphere that reasonably accommodates qualified persons with disabilities. If you have any disability which may impair your ability to complete this course successfully, please contact the University Accessibility Center (UAC), 2170 WSC or 422-2767. Reasonable academic accommodations are reviewed for all students who have qualified, documented disabilities. The UAC can also assess students for learning, attention, and emotional concerns. Services are coordinated with the student and instructor by the UAC. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures by contacting the Equal Employment Office at 422-5895, D-285 ASB.

Academic Honesty

The first injunction of the Honor Code is the call to "be honest." Students come to the university not only to improve their minds, gain knowledge, and develop skills that will assist them in their life's work, but also to build character. "President David O. McKay taught that character is the highest aim of education" (The Aims of a BYU Education, p.6). It is the purpose of the BYU Academic Honesty Policy to assist in fulfilling that aim. BYU students should seek to be totally honest in their dealings with others. They should complete their own work and be evaluated based upon that work. They should avoid academic dishonesty and misconduct in all its forms, including but not limited to plagiarism, fabrication or falsification, cheating, and other academic misconduct. **This includes "double dipping," which is using your work from one course and turning it in for credit in another course. INCIDENTS OF ACADEMIC DISHONESTY WILL RESULT IN A FAIL FOR THE ASSIGNMENTS AND PERHAPS THE ENTIRE COURSE.**

Diversity

The Brigham Young University School of Communications embraces its responsibility to create and maintain an environment of inclusiveness that engenders appreciation for diversity and unity. In addition to the promotion of academic excellence and life-long learning, BYU's mission is to pursue the full realization of human potential.^[1] Our belief that human potential is of divine origin motivates us to respect all people and to value the rich diversity of the human family.^[2] We believe diversity strengthens our academic community and enriches the educational experience for all our students.

We seek a learning environment that reflects the diverse nature of our sponsoring institution, the Church of Jesus Christ of Latter-day Saints. As we do so, we recognize that despite our differences in cultures, ethnicities, languages, or social or economic backgrounds, "what unites us is far more than what differentiates us."^[3] Thus, recognizing that diversity and unity can be mutually reinforcing, we seek a community, brought about not through similar attributes or backgrounds, but rather through mutual respect and charity towards all, so that we are "no more strangers and foreigners, but fellow citizens with the saints, and of the household of God."^[4]

While we will not support practices contrary to doctrines of the LDS Church or policies of BYU, we categorically oppose prejudice and reject behavior that excludes, marginalizes or is derisive of others and we unreservedly affirm principles of justice, inclusion and equity. Faculty, staff, and students have a shared responsibility to promote a positive environment that is welcoming of all peoples.

Plagiarism

Intentional plagiarism is a form of intellectual theft that violates widely recognized principles of academic integrity as well as the Honor Code. Such plagiarism may subject the student to appropriate disciplinary action administered through the university Honor Code Office, in addition to academic sanctions that may be applied by an instructor.

Inadvertent plagiarism, which may not be a violation of the Honor Code, is nevertheless a form of intellectual carelessness that is unacceptable in the academic community. In some cases, plagiarism may also involve violations of copyright law.

Intentional Plagiarism-Intentional plagiarism is the deliberate act of representing the words, ideas, or data of another as one's own without providing proper attribution to the author through quotation, reference, or footnote. **Inadvertent Plagiarism**-Inadvertent plagiarism involves the inappropriate, but non-deliberate, use of another's words, ideas, or data without proper attribution.

Examples of plagiarism include: **Direct Plagiarism**-The verbatim copying of an original source without acknowledging the source. **Paraphrased Plagiarism**-The paraphrasing, without acknowledgement, of ideas from another that the reader might mistake for the author's own.

Plagiarism Mosaic-The borrowing of words, ideas, or data from an original source and blending this original material with one's own without acknowledging the source. **Insufficient Acknowledgement**-The partial or incomplete attribution of words, ideas, or data from an original source.

Virtual Class Attendance Definition

Class attendance and participation when class is conducted via Zoom comprises synchronous participation in the class with your camera, and engaging in class interaction. This will be applied to the attendance and participation score on the previous page.