

# COMM 3303-001: Communication Graphics ▶ Syllabus

## **Roby B. McEuen, Specialist**

Spring Semester, 2013  
Tu/Th, 8:00 a.m. to 9:20 a.m.  
Fine Arts Building – RM 404

## **Contact Info**

Office Telephone 817-531-1999  
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robby@robeegraffix.com)

## **Office Hours**

Tu/Th, 2:00 p.m. to 3:00 p.m.  
By Appointment  
Fine Arts Building – RM 415

## **Course Will Cover**

History, Current Practices, Principles and Trends in:

- Logo Design & Branding
- Advertising Layout & Execution
- Publication Design
- Computer Layout, Design & Publishing
- Typography & Imaging
- Pre-press & Production
- Sheet finishing, Bindery Techniques, Paper & Ink

## **Course Objectives/Outcomes**

- To develop a basic understanding of typography and its use in layout.
- To possess an understanding of color theory and its application.
- To develop the ability to create by hand rough layouts of concepts.
- To be familiar with the principles of design and how they work.
- To become acquainted with industry vocabulary and be able to use it effectively in class discussions.
- To be familiar with the processes a communication piece goes through from concept to printing to finishing in the bindery.

## **Prerequisites**

COMM 2315 and 60 hours earned.

## **Required/Recommended Texts**

The textbook required for this course is *Type & Image: The Language of Graphic Design* by Philip Meggs. Recommended reading is *Hey Whipple! Squeeze This* by Luke Sullivan.

It is **required** that within the first five weeks of class, students complete all tutorials for Illustrator and InDesign at [www.lynda.com](http://www.lynda.com). **The instructor will provide a list of titles by software. Student is responsible for signing up. Failure to complete will result in lower of the semester grade by one full letter grade.**

## **Attendance**

Since much of the course content is provided by lecture and demonstration by the instructor, attendance is not only required but important. Lectures and demonstrations will not be presented twice in the classroom.

Punctuality is expected. Tardiness and early departure will be noted. Three tardies or early departures (or any combination) will be counted as an unexcused absence. If a student is tardy it is their responsibility to check in with the instructor to ensure they are counted as present and not left on the role sheet as absent.

**After three unexcused absences will lower the student's semester grade by one letter grade. An additional three absences will lower the student's grade an additional letter grade.**

A tardy or early departure of 30 minutes or more will be counted as an unexcused absence.

To obtain an excused absence an appropriate excuse will require written documentation from a physician or appropriate University authority. A doctor's excuse must state clearly that the student was too ill to attend class on the date in question. Receipts from a pharmacy are not considered acceptable medical excuses.

The student remains responsible for any material covered or assignments missed due to absence.

Assigned work missed due to an excused absence must be made up within a reasonable amount of time, as determined by the instructor.

*No student will be removed or dropped from the class by the instructor for not attending regularly or for never attending class. It is the responsibility of the student to clear themselves from the class roll by checking at the Department of Communication main office.*

## **Drop Policy**

Census Date for classes is **January 30**.

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period (**January 18**).

After **January 18**, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center.

Undergraduate students may drop this class and receive an automatic "W" for "withdrawn" up until the end of business **Friday, March 29**. After **March 29**, a student may not drop the course and will be assigned a grade based on their class performance.

## **Participation**

Participation is expected and required. It includes being prepared in class, efficient use of class time, putting the necessary amount of time and effort into research and project development outside of class and any other appropriate academic behavior.

## **Grading**

Grades will be assigned according to the following scale:

- A** work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B** work above the general class level, participation in classroom discussion and critique
- C** average work, minimal requirements met
- D** work below class average, lack of participation and/or poor attendance
- F** inferior work, work not turned in, failure to attend class

There will be 7-8 assignments made during the semester.

(more)

*“There is no such thing as a Mass Mind. The Mass Audience is made up of individuals, and good advertising is written always from one person to another. When it is aimed at millions, it rarely moves anyone.”*

*Fairfax Cone*

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**Quizzes & Tests**

There will be no quizzes over lecture materials and assigned reading.

There will be a final exam that is comprehensive. The final exam counts for 10% of the student's total grade.

**Deadlines**

All assignments will be given precise deadlines on the individual assignment sheets. Work turned in late will have the grade lowered by one full letter grade for every class period that it is late. Late work will not be accepted after the beginning of the third class period beyond the due date (a grade of "F" will be recorded for the project).

Exceptions are possible and require a written excuse from a physician or the appropriate University authority.

Projects are to be completely finished and ready to hand in at the time they are required due.

**Academic Conduct**

It is the philosophy of the University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

*"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts."* (Regents' Rules and Regulations. Part One, Chapter IV, Section 3, Subsection 3.2, Subdivision 3.22)

**Student Disabilities & ADA**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA).

All instructors at UT Arlington are required by law to provide **"reasonable accommodations"** to students with disabilities, so as not to discriminate

on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Student Support Services**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may contact the Maverick Resource Hotline by calling 817-272-6107, sending a message to [resources@uta.edu](mailto:resources@uta.edu), or visiting [www.uta.edu/resources](http://www.uta.edu/resources).

**Electronic Communication**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to

transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Surveys**

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory will be asked to complete an online Student Feedback Survey (SFS) about the course and how it was taught. Instructions on how to access the SFS system will be sent directly to students through MavMail approximately 10 days before the end of the term. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback data is required by state law; student participation in the SFS program is voluntary.

**Materials**

To be successful in class, certain materials are necessary for creation and development of graphics.

- Layout pad, 9" x 12" or 14" x 17"
- Black Sharpie markers
- Thumb drive/storage media

Art supplies are available in the UT Arlington Bookstore and at Asel Art Supply.

*(more)*

**“Advertising  
is the art of  
persuasion.”**

*William Bernbach*

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**Grading Policy**

**Individual Assignment Grading Policy**

Each student's work will be graded in four areas based on the assignment. The areas are Concept/Idea, Layout/Design, Craftsmanship and Presentation. Generally, concepts, ideas, layout and design will be given greater weight in the overall total grade decision than will craftsmanship or presentation.

Concept/Idea refers to the basic thought underlying the overall design. Is it an appropriate solution based on the problem presented? Does the solution show originality? Does the idea push the boundaries of visual connection, typographically & visually, or it is simply ordinary?

Layout/Design is about what the actual design looks like visually. Is the design balanced? Does it have a point of emphasis? Is it easy to read and understand? Does the design possess unity? Are the elements in proportion to one another? What about use of color? Alignment? Repetition? Contrast? Proximity? This area is about the choices a designer makes that effect the overall look and feel of the design.

Craftsmanship. Craft is important in all types of work, but especially in the visual arts. Craft is not only about how well a piece is finished, but also about how the software and tools are used to create and craft the overall design.

Presentation, for the purposes of the assignments given, is about how well the student follows the physical criteria outlined in the assignment sheet. Is the design centered? Does it follow the instructions about the orientation of the page? Was it output correctly? Is the student's name in the right font?

**Grading Policy**

Quizzes & the Final Exam will be graded using the University's and department's grading scale.

<b>A</b> .....	90-100
<b>B</b> .....	80-89
<b>C</b> .....	70-79
<b>D</b> .....	60-69
<b>F</b> .....	59 & below

**Overall Grade Value**

Assignments will constitute 60% of the overall grade. Presentations will constitute 30% of the grade. The Final Exam will constitute 10%. Once the aggregate grade for the semester is determined, absences will be applied and a final grade is determined for the course and semester.

<b>Assignments:</b>	60%
<b>Presentations:</b>	30%
<b>Final:</b>	10%
<b>TOTAL POINTS:</b>	100%

**Final Exam Date**

COMM 3303-001's Final Exam is on Tuesday, May 7 from 8:00 a.m. to 10:30 a.m. in the classroom assigned for the semester, Rm. 404.

**Typical Calendar**

- Tues. Jan. 15 *Introduction to course.*
- Thurs. Jan. 17 *Assign #1.*
- Mon. Jan. 21 **MLK Day.**
- Tues. Jan. 22 *Lecture & Assign #2.*
- Thurs. Jan. 24 *Lecture & Assign #3. Demonstration of working method.*
- Tues. Jan. 29 *Lecture.*
- Thurs. Jan. 31 *Critique #3. Lecture & Assign #4.*
- Tues. Feb. 5 *Lecture.*
- Thurs. Feb. 7 *Work in class.*
- Tues. Feb. 12 *Lecture.*
- Thurs. Feb. 14 *Critique #4. Lecture & Assign #5.*
- Tues. Feb. 19 *Lecture.*
- Thurs. Feb. 21 *Work in class.*
- Tues. Feb. 26 *Lecture.*
- Thurs. Feb. 28 *Work in class.*
- Tues. Mar. 5 *Lecture.*
- Thurs. Mar. 7 *Critique #5. Lecture & Assign #6.*
- Mon. Mar. 11-15 Spring Break.**
- Tues. Mar. 19 *Lecture.*
- Thurs. Mar. 21 *Work in class.*
- Tues. Mar. 26 *Lecture.*
- Thurs. Mar. 28 *Work in class.*
- Tues. Apr. 2 *Critique #6. Lecture & Assign #7.*
- Thurs. Apr. 4 *Lecture.*
- Tues. Apr. 9 *Work in class.*
- Thurs. Apr. 11 *Lecture.*
- Tues. Apr. 16 *Critique #7. Lecture & Assign #8.*
- Thurs. Apr. 18 *Lecture.*
- Tues. Apr. 23 *Work in class.*
- Thur. Apr. 25 *Work in class.*
- Tues. Apr. 30 *Critique #8.*
- Thurs. May 1 *Final Review Last day of class.*
- Tues. May 7 Final Exam, 8:00 a.m.**

“If it doesn’t sell,  
it isn’t creative.”

*David Ogilvy*

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## ***Student Acknowledgement***

Please read and sign this page and return it to your instructor.

Student's Name:

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Date:

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Course Name & Section Number:

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*I have read the syllabus and understand what is required of me in this course.*

*I have had the opportunity to ask the instructor questions about the syllabus.*

Student's Signature

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