

THE UNIVERSITY OF TEXAS AT ARLINGTON

Department of Communication

Fall 2018

COMM-3303-003 and 3303-007 Communication Graphics

MW (007) 11:00 to 12:20 p.m. and TTH (003) 11:00 to 12:20 p.m.

Instructor: George Weems, Advertising Specialist

Office location: 331

Office Hours: 10-11am MW, 12:30-1:30pm TTH

E-mail: gweems@uta.edu

Faculty Profile: <https://www.uta.edu/profiles/george-weems>



UNIVERSITY OF
TEXAS
ARLINGTON

COURSE DESCRIPTION AND PURPOSE

History, Current Practices, Principles and Trends in:

- Logo Design, Identity & Branding
- Types of Advertising
- Publication Design
- Computer Layout, Design & Publishing
- Typography & Imaging
- Pre-press & Production

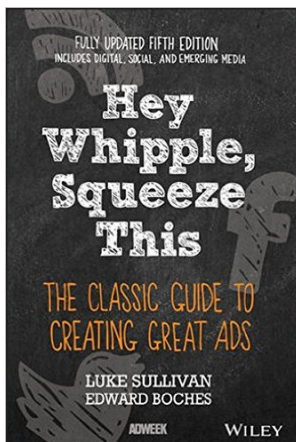
Course Objectives/Outcomes

- 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.

TEXTBOOK:



Recommended is "Hey Whipple! Squeeze This!" by Luke Sullivan. While basic software techniques will be taught in class, it is recommended that during the semester, students register and complete tutorials for Illustrator and InDesign at www.lynda.com in addition to classroom instruction. The instructor will provide a list of titles by software. Student is responsible for registering and for the subscription payment.

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. 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 the student's semester grade will be lowered by one full letter grade. An additional three absences will lower the student's semester 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.

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.

EVALUATION

Grades will be assigned accordingly:

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 8-10 assignments made during the semester

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.

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

Grade Scale:

90-100 = A
80-89.9 = B
70-79.9 = C
60-69.9 = D
Below 59.9 = F

OVERALL GRADE VALUE

10 assignments worth 100 points each will add up to 1,000 points.

900 to 1,000 = A
800 to 900 = B
700 to 800 = C
600 to 700 = D

TOTAL POINTS: 1,000

EXTRA CREDIT

Students should focus on getting the actual coursework done first, before requesting extra credit assignments. However, if there is an opportunity it will be announced in class.

ATTENDANCE POLICY

Attendance: At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, attendance is necessary, since the book covers only part of the information given. Class attendance will benefit you and your ability to complete assignments, and aid you in passing quizzes and exams. Please make sure personal commitments (such as travel around holidays, routine medical appointments, family visits, etc.) do not conflict with attending class, since I will not be able to accommodate individual requests to bend the rules, based on the size of the class.

MAKE-UP POLICY

The make-up policy is very simple: ***It will be situational and depend on the student's status.***

Only legitimate documented absences are excused, however you will still be responsible for learning the information given in the lectures and in the textbooks. All an excused absence does, is excuse you from being present on a given day. So if you can't make it to that session, you will get a zero for that exam. There are no exceptions.

Grade Grievance Policy: See the UTA catalog for official grievance policy.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Drop Policy: 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. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Americans with Disabilities Act: 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 or by calling the Office for Students with Disabilities at (817) 272-3364.

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

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 visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

Writing Center. : The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at www.uta.edu/owl/.

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 Survey: At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>

Title IX: The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

EMERGENCY PHONE NUMBER: Call the UTA Police Department at **817-272-3003**, or call **911**.

ELECTRONICS POLICY

The appropriate use of communication technology is accepted in this course. However, prior approval of the use of electronics is required. Please read carefully.

1. The use of a cell phone by a student is unacceptable during lecture, lab, or group work.
2. The use of computers or other mobile media (yours or the university's) to do anything other than take class notes, locate class dictated data or other professor approved access is unacceptable.
3. You may request an indulgence by the professor if you need a special situation exception. (ie: child is ill and you are waiting from a call from a physician.) There may be occasions when the professor will request this indulgence from the class.
4. At no time during lecture, lab, or group work, is it acceptable to send or receive a text, place or receive a telephone call, be on any form of "social media", that includes "face-space" etc.
5. "Ear Buds", Head Phones, or "Blue-Tooth" type accessories are never acceptable.

Decisions have Consequences

If you choose to violate the electronics policy expect the following:

1. First Violation: a warning.
2. Second Violation: you will be asked to leave class and forfeit 50 points of the "All Other" plus the days discussion, and any other day points.
3. Third and any subsequent violations: course letter grade reduction.

ACTIVE THREAT OPTIONS

YOUR OPTIONS TO AN ACTIVE THREAT

You Have Choices!

A V O I D	<ul style="list-style-type: none">• AVOID the situation. <u>Stay away</u> from the area/campus.• If you can safely leave the area, RUN away.• Always be aware of your surroundings.• Know your exit and escape options.• If in a parking lot, get to your car and leave.• Get others to leave and prevent others from entering the area, if possible.• If in an unaffected area, stay where you are.• When you are safe, call UTA PD at 817.272.3003 or 911 with information you have.
D E N Y	<p>If you can't leave the area safely, DENY or slow entry to the intruder:</p> <ul style="list-style-type: none">• Lock/barricade doors with heavy items.• Turn off lights/projectors/equipment.• Close blinds and block windows.• Stay away from doors and windows.• Silence phones and remain quiet. <u>Don't let your phone give you away.</u>• HIDE and take cover to protect yourself.• Be prepared to run or defend yourself.
D E F E N D	<p>If you can't AVOID or DENY entry to the intruder, DEFEND your location:</p> <ul style="list-style-type: none">• As a last resort, <u>FIGHT for your life</u>.• Use physical force and any weapons available - fire extinguishers, books, chairs, belts, umbrellas, pens/scissors, hot coffee/drinks, trash cans, etc.• Use the element of surprise.• Work together as a team. Develop a plan. Commit to your actions. Your life depends on it.• Be aggressive, loud, and determined in your actions.
<p>Follow ALL instructions.</p> <p>For more information, go to: police.uta.edu/activeshooter</p> <p> POLICE DEPARTMENT THE UNIVERSITY OF TEXAS AT ARLINGTON</p> <p>Emergency: 817.272.3003 Non-Emergency: 817.272.3381 police.uta.edu</p>	

COMM GRAPHICS 3303 PROJECTS

1. **Black Squares**—abstract conceptual lesson on creativity
2. **Make Something of It**—abstract conceptual lesson on creativity
3. **Funny Face**—Lesson 1 on Adobe Illustrator
4. **Vase & Flowers**—Lesson 2 on Adobe Illustrator
5. **Quad Illustration**—Lesson 3 on Adobe Illustrator
6. **Pear Illustration**—Lesson 4 on Adobe Illustrator
7. **Principles of Design**—Lecture on the 5 key principles of graphic design
8. **Comm Day Design**—Communication Dept. recruiting event logotype/poster
9. **Logo Design (concepts, thumbnails, final computer execution)**
10. **Poster Design (concepts, thumbnails, final computer execution)**
11. **Newsletter/Masthead Design (concepts, thumbnails, final computer execution)**
12. **2-Dimensional Self-Promotion Piece** (to be sent with a resume)

Communication Graphics Schedule

W	8-22	Introduction & Syllabus
M	8-27	Black Squares
W	8-29	Make something of it...
M	9-3	LABOR DAY
W	9-5	Funny Face illustration
M	9-10	Vase and flowers illustration
W	9-12	Quad illustration
M	9-17	Design Principles
W	9-19	Love/hate logos
M	9-24	Logo Design
W	9-26	Logo Design thumbnails
M	10-1	Logo Design
W	10-3	Logo Design presentation
M	10-8	Type Design
W	10-10	Type Design
M	10-15	Type Design presentation
W	10-17	Type Design presentation
M	10-22	Pear Illustration
W	10-24	Poster Design (Change)
M	10-29	Poster Design (Change)
W	10-31	Poster Design (Change)
M	11-5	Poster Design (Change)
W	11-7	Newsletter Masthead logo
M	11-12	Newsletter Masthead logo
W	11-14	Newsletter Masthead logo
M	11-19	Newsletter Masthead logo
W	11-21	THANKSGIVING
M	11-26	Newsletter Design
W	11-28	Newsletter Design
M	12-3	Newsletter Design

As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.

George Weems

Email: gweems@uta.edu

SUMMARY

As an Executive Creative Director implementing sound, strategy-driven product development, including copy and content generation, art direction, graphic design and photography, George will develop responsive and successful creative solutions for your marketing needs. Whether it's print, broadcast or interactive, combining a strong conceptual approach with marketing research, he will deliver a complete integrated marketing communication package especially targeted to your audience.

EXPERIENCE

University of Texas at Arlington. Arlington, Texas 2012 to present

Creative Advertising Specialist

Full-time faculty member instructing a range of courses, past and present, including: Introduction to Advertising, Advertising Case Studies, Communication Graphics, Strategic Communication, Advertising Campaigns and Special Topics in Graphic Portfolio Development. AAF student faculty advisor. Past Kappa Sigma Colony Advisor.

George Weems Design. Dallas, Texas. 2002 to present.

Creative Director, Graphic Designer & Photographer.

Acquire, implement and execute visual creative solutions for clients, utilizing past experience in direct marketing and consumer advertising, brand identity, graphic design and front-end Web development. Creating Annual capabilities packages for PNC Bank, Generating successful web-based acquisition and renewal campaigns for the American Heart Association, including Go Red For Women, Dear Neighbor and Train to End Stroke. Design and maintain websites for West Texas Wealthcare Advisors, Hall Insurance, IV Lodge & Vineyard and IV Sportsmen's Club. Creating corporate identity for IV holding company series. Insurance companies (Hall Insurance) and online direct marketing

entities (Ready-Set-Results). Developing and producing a wide variety of print—from back-to-school catalogs to corporate brochures for an energy fund developed by Mr. Boone Pickens (BP Capital). Producing graphic standards for an array of businesses—including IV Lodge & Vineyard to transportation companies (TTS). Proficient in Adobe Creative Suite.

Tribune Media Services. Arlington, Texas. 2009 to 2010.

Senior Art Director

Developed and produced advertising and direct marketing campaigns for major cable companies, such as Time Warner Cable, Comcast, Suddenlink and Insight. Instrumental in landing the Suddenlink account and contributed to the rapid success that evolved over the first half of 2010, through the implementation of effective, creative and primarily format-driven direct marketing solutions. Lead the development of a web site for “Ready, Set, Results”—allowing the purchase of “ready to go” creative online, giving the client a variety of formats and conceptual choices based on their direct marketing needs.

Temerlin McClain (Now TM) Advertising. Irving, Texas. 1992 to 2001.

Creative Supervisor • Senior Art Director.

Direct and Relationship Marketing Group. Responsibilities: creating relationship marketing campaigns for GTE/Verizon, Bell Helicopter, American Airlines, JCPenney and Subaru. Devised conceptual campaigns for additional clients including Nationwide Insurance, Rockwell International, Centex Homes, Quaker State and Bank of America. Interfacing with clients on a regular basis—procuring a relationship—in order to further understand their needs, establishing a departure point for implementation and creative development. A spectrum of responsibilities—designing logos and invitations for charitable events to developing storyboards for commercial broadcast. Worked in tandem with creative directors, writers, art directors, illustrators, 3D imagers and photographers.

McStay-Regian Advertising (Grey Advertising). Fort Worth, Texas. 1984 to 1992

Senior Art Director, Graphic Designer and Photographer

Instrumental in obtaining HSE (Home Sports Entertainment), Procuts and Texas Dairy Queen.

Designed and art directed numerous promotional campaigns as well as general advertising.

Developed broadcast (Fort Worth Best of Show—HSE) advertising, overseeing on-site art

direction with food stylists for Dairy Queen, created animated spot for the Fun Bunch Munch—a creation of animated characters for their version of the Happy Meal. Directed Bump Wills during a night time photo shoot for the HSE TV spot that won Best of Show. Designed golf equipment catalogs for Ben Hogan and directed him during photo shoots for charitable events. Developed and executed brand campaigns for early computer-based companies such as Excel and Syntelligence.

Todd Advertising. Fort Worth, Texas. 1982 to 1984

Art Director, Graphic Designer & Production Director

Spearheaded award-winning corporate identity for Todd Advertising as well as fabricating amusing (and award-winning) billboard campaign for the Fort Worth Convention and Visitor's Bureau. Other clients include Louisiana Downs horse racing track and Continental Bank.

Fort Worth Magazine. Fort Worth, Texas. 1981 to 1982

Lead Graphic Designer, Art Director & Production Director and Photographer

Designed and produced entire monthly magazine for the Fort Worth Convention and Visitor's Bureau—involving photography, illustration and the design of each issue from cover-to-cover

—including layout of all magazine articles and final pre-press production. Each publication was between 48 and 64 pages in length.

Advertising Honors

Over 200 local and regional Addy Awards (including Best of Show)

Gold Dallas Tops Awards

Paper Company Awards for corporate Identity

CTAM Cable Marketing Award

EDUCATION

University of Texas at Arlington (UTA) 2014 to present

Presently a Master's Candidate receiving Master of Arts Degree (MA) in Communication from The University of Texas at Arlington.

University of North Texas. 1974 to 1981

Earned Bachelor of Fine Arts degree (BFA) in Advertising Design with a minor in Art History.

Professional Practice advanced level classes with Woody Pirtle, Jack Summerford and Bart Forbes in Dallas, Texas.