



**Journalism 115  
Publication Design & Production**

**COURSE SYLLABUS: Fall 2015**

**Instructor:** Jodi Weber, instructor  
**Office Location:** N/A  
**Office Hours:** N/A  
**Phone:** 903-434-9342  
**Email Address:** jweber1982@yahoo.com

**COURSE INFORMATION**

**Materials – Textbooks, Readings, Supplementary Readings:**

*Textbook(s) Required:* n/a; *Recommended:* *White Space Is Not Your Enemy: A beginners guide to communicating visually through graphic, web & multimedia design* • 2<sup>nd</sup> Edition by Rebecca Hagen & Kim Golombisky, Focal Press, 2013. (Available on Amazon.com for about \$28.00)

**Course Description:** An introduction to programs for application to print publications such as newspapers, magazines, and newsletters. Instruction in the fundamentals of layout and design in electronic publishing. Required of all sequence majors.

**Student Learning Outcomes:**

1. The student will demonstrate an understanding of basic graphic design principles and industry-standard vocabulary.
2. The student will demonstrate the ability to develop basic publications and prepare them for printing utilizing Adobe Creative Suite software.
3. The student will demonstrate the ability to work in a deadline-oriented environment and meet all deadlines assigned by the instructor.
4. The student will demonstrate the ability to work both individually and as part of a collaborative team.
5. The student will understand ethical and legal issues associated with graphic design.

**COURSE REQUIREMENTS**

**Instructional / Methods / Activities Assessments**

This course consists of class discussions, demonstrative lectures, vocabulary quizzes and hands-on design projects.

**Grading (1000 points total)**

Quizzes: 5 at 50 points each (250 points total)  
In-Class Projects: 10 at 50 points each (500 points total)  
Final Project: 150 points value  
Class Participation/Discussion: 100 points

Grading Scale: A = 90%, B = 80%, C = 70%, D = 60%, F = below 60%

## TECHNOLOGY REQUIREMENTS

Students will utilize lab computers and/or personal computers to complete class projects. Each student should bring a flash drive to class each week in order to save work.

## ACCESS AND NAVIGATION

n/a

## COMMUNICATION AND SUPPORT

### **Interaction with Instructor Statement:**

To contact the instructor, students may call or text 903-434-9342 (if no answer, leave a voice mail), or email ([jweber1982@yahoo.com](mailto:jweber1982@yahoo.com).) Response will be within 24 hours of receipt, if response is requested. Students requiring club, organization or athletics grade checks must bring appropriate form to instructor's office during office hours. No grade checks will be given in the classroom. Instructor-initiated communication will be via email at the students' myLeo email address.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### **Course Specific Procedures:**

As the course only meets once a week, students are expected to attend every class, be on time and stay for the duration of each class. More than one absence may result in the student being dropped from the class. Excessive talking or other class disruptions may result in student being asked to leave class. Late work will be accepted up to one week after an assignment is due, but at least one letter grade will be subtracted from the total. Missed quizzes cannot be made up and will receive a grade of zero.

Students will only use lab computers for projects directly related to the course. All programs should be closed and the computers put to sleep at the end of class. Cell phones should be put away during class unless being used for an assignment. No food or drinks are allowed in the lab.

### **University Specific Procedures:**

#### *ADA Statement*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**  
**Texas A&M University-Commerce**  
**Gee Library 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**

[StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)  
[Student Disability Resources & Services](#)

#### *Student Conduct*

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*)

