

# ***Graphic Communication (ADPR 3520)***

*Professor:* Dr. Jay Hamilton  
*Room and time:* Journalism 311, Tues., 11:00–1:45; Thurs. 12:30–1:45  
*Office and office hours:* Journalism 226; Thurs. 3:00–4:00  
*Office phone and e-mail:* 542-3556; [hamilton@uga.edu](mailto:hamilton@uga.edu)

**NOTE:** The syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

**WEBCT:** This course has a companion WebCT site to enable email communication, distribution of course materials, and access to grades. Access it through <http://webct.uga.edu/> using your UGA MyID login.

The University of Georgia is committed to the full inclusion of all students. Students who, by nature of a documented disability, require academic accommodations should contact me before or after class or during office hours. Students may also speak with Disability Services at 542-8719 to discuss the process for requesting accommodations.

The University of Georgia will act in matters of employment, admissions, programs, services, and activities free of prohibited bias with regard to race, creed, color, sex, sexual orientation, national origin, religion, age, veteran status, and disability. Continuation of the above policies is consistent with applicable provisions of the Civil Rights Act of 1964, the Education Amendments of 1972, Executive Order 11246, Revised Order 4, the Vietnam Era Veterans Readjustment Act of 1974, the Rehabilitation Act of 1973, and The Americans with Disabilities Act of 1990, as revised and/or amended, with implementing regulations.

---

## **Course description**

This course focuses on the theory and practice of computer-based promotional print publication design. Topics to be covered include principles of design, layout, type, color, art and illustration, paper, ink, and major printing processes—all of which will be put to use in various smaller tasks and major design projects.

---

## Books and supplies

- ❑ Evans, Poppy. *Exploring Publication Design*. Clifton Park, N.Y.: Thomson Delmar, 2006. ISBN 10: 1401831478.

### *Supplies provided via supply fee*

- ❑ Flash drive - USB 2.0, 2.0 GB
- ❑ Readable/writable CDs with covers
- ❑ Transparent plastic pica rule (C-Thru Ruler #GA-96)
- ❑ Printer paper and toner

---

## Assignments

1. **Quizzes (4 for 10% total; due as scheduled).** Short quizzes on readings will be given periodically throughout the semester. Quizzes cannot be retaken nor made up on a later date.
2. **Skill sets (5 for 20% total; due as scheduled).** These in- and out-of-class assignments help deepen understanding of basic concepts and skills. Details are provided in handouts during the semester. Unless otherwise directed, no handwritten exercises will be accepted. General grading criteria: Clarity and incisiveness of analysis; precision, appropriateness, and inventiveness of execution; grammar, spelling, syntax.

Should you choose to, you can redo any skill set as often as you wish. If the redone skill set is evaluated higher than the initial set, the scores will be averaged, and one-half the points deducted for typographic, grammatical, or other mechanical errors that have been corrected will be dropped. Any redone skill sets must meet these criteria:

- a) The initial skill set must be turned in according to policies regarding late and make-up work listed on p. 4.
  - b) Although you can hand them in earlier, the final day I can accept redone skill sets is Thurs, Nov. 19.
3. **Portfolio (60%; due Thurs., Dec. 3, 1:45 p.m.).** Knowledge and skills will be displayed in a selection of pieces you will produce during the semester for a single, specific client (real or imagined) of your own choice. The specific nature of the portfolio pieces will depend on which kind of portfolio you wish

to do (advertising, public relations, magazine design, or newspaper design). Detailed information about each portfolio piece will be distributed during the semester.

Deadlines are set for two of the portfolio pieces (see schedule for more details). These will be graded and returned so that you can choose to improve them before handing them in at the end of the semester. If any pieces are handed in late, point deductions for late work apply (see page 4 for more details) to the initial and all successive versions handed in.

Portfolios are handed in as files on a CD. Although you are encouraged to take advantage of computing resources outside of class, *you must produce and create the CD of your final portfolio pieces using your Graphics Lab workstation.*

**IMPORTANT:** A single spelling or grammar error severely damages the credibility and persuasiveness of any piece. Thus, to emphasize how important mechanically spotless work is in the professional world, two points will be deducted from a portfolio piece for each spelling or syntax error.

Avoid losing easy points by running the spellcheck, proofreading meticulously, and using reference books (dictionary, *AP Stylebook*, and others)—all three are necessary. As the editor, writer, and designer, you have the ultimate responsibility for achieving flawless spelling and grammar.

4. **Final timed task (10%; Fri., Dec. 11, 12:00–3:00).** This will take place during the final-exam period, and will consist of a graphic-communication task appropriate to your concentration which will be turned in at the end of the three-hour session. I cannot administer this earlier than the regularly scheduled day and time.

---

## Policies

### *Expectations and requirements*

- ❑ Consistent and punctual attendance.
- ❑ Conscientious, thorough, and thoughtful reading of assigned materials prior to their discussion in class. The more familiar you are with the material, the faster you'll work and the better you'll do.
- ❑ Consistent and informed class participation.

### *Electronic communication*

WebCT and e-mail communication are accepted at the university as official means of correspondence. Students are responsible for checking the class WebCT site regularly for any changes or updates to the course, and for checking their officially registered e-mail account once a day for any official communication regarding this course.

### *Using the Graphics Lab*

You will pick a lab workstation that you will use for the entire semester. Please take care of it as if it were your own. You'll be informed of a number of policies and procedures regarding the lab, which will be strictly enforced. If you do not abide by lab rules, you will forfeit your lab privileges for that day.

### *Late work and make-up work*

*All work is due on days and times as indicated. A late penalty of 10 percent per day will be assessed against work turned in late. *Even if work is handed in ten minutes past the time noted in the syllabus, it is deemed late and points are deducted accordingly.**

The late penalty may be waived and make-up work arranged with the instructor. Acceptable reasons: a) serious illnesses; b) appointments with a medical specialist for serious illnesses; c) a death in the family; d) observance of a religious holiday; e) required participation in an official university activity. Written documentation is required. If at all possible, contact the instructor *prior to* the anticipated absence to make arrangements. If not possible, contact the instructor within 7 days of the absence. If contacted after that time, the late penalty cannot be waived.

Provided that skill sets are turned in according to the policies above, they can be redone as often as possible to earn a higher grade. See p. 2 for more details.

### *Computing letter grades*

Points for each graded assignment and total points for the semester are located on the scale below to determine letter grades.

93-100 = A (4.0)	83-86 = B (3.0)	73-76 = C (2.0)
90-92 = A- (3.7)	80-82 = B- (2.7)	70-72 = C- (1.7)
87-89 = B+ (3.3)	77-79 = C+ (2.3)	60-69 = D (1.0)

## Withdrawals

If you decide to withdraw from the course *after* the drop/add period (last day is Fri., Aug. 21), your resulting grade will depend on when you initiate the withdrawal:

- a) Prior to and including Thurs., Oct. 22, your grade will be a WP (withdrawal passing), and will not affect your grade-point average.
- b) After Thurs., Oct. 22, your grade will be a WF (withdrawal failing), and will be calculated into your grade-point average as a 0.0 earned on three credit-hours.

*Limit on withdrawals:* There is now a limit of four (4) career withdrawals at UGA before all subsequent withdrawals receive an automatic grade of WF (Withdrawal Failing). The count will begin Spring 2009 regardless of when a student matriculated and of any withdrawals in previous terms. All withdrawals are included in the count except: Hardship Withdrawals, Withdrawals from Audited Courses, and Military Withdrawals.

---

## How to survive the semester

This is a demanding course with a high work load. To help get you through the semester, you need to work as efficiently as possible. Let me share with you some time-tested tips:

1. *Settle on a portfolio client as soon as possible*. It can be real or imagined, but it should be of great enough interest to you to keep you energized. If you pin this down quickly, you can use the skill sets to brainstorm and develop grids, layouts, typography, and images for your portfolio, saving even more time.
2. *Spend at least twice as many hours outside of class on your work as you do in class*. That means at least 4–5 hours per week outside of class.
3. *Do as much thinking and planning outside of class as possible (see point #2)*. Because graphic communication is primarily a thinking activity, much work can and should be done away from computers. Doing this frees up the maximum amount of time in class for execution, making the most of access to the equipment and to my help.
4. *Do as much work outside of class as possible (see point #2)*. Use your own computer, the Grady College open lab located in Journalism 135, or the Digital Media Lab located in the Miller Learning Center, room 362 (3rd floor, west wing) (for open hours, see <http://www.slc.uga.edu/hours/>).

Find information about other computer labs on campus at <http://www.eits.uga.edu/sites/labs.html>.

Keep in mind, however, that a) you need to get the files from the other computer to your Graphics Lab workstation (see me with questions), and b) there may be conversion problems if you work on computers other than the one you use in the Graphics Lab. (We're using Adobe InDesign CS2.)

Given these potential problems, the best rules of thumb:

- a) Use any computer for basic text entry and editing; creating, cropping, scaling, and retouching art.
- b) Use your Graphics Lab workstation for page layout and design.

*If you're in doubt about compatibility of an outside computer with your Graphics Lab workstation, do a brief test to be sure files created on other computers are usable on your Graphics Lab workstation. I will not have time to help you solve technical conversion problems while other students are waiting for help with their layouts.*

## Getting help

I'm available during office hours or by appointment to talk about class content, concerns about your work, ideas, careers, or anything else that is on your mind. If you don't ask me, I can't help you!

## Course schedule

The course syllabus is a general plan for the course. If necessary, the instructor will announce updates to the class as the semester progresses.

<i>Date</i>	<i>Topic/Activity</i>	<i>Reading</i>
	<b>I Strategy/concept/planning</b>	
Tues., 8/18	Course introduction; G5 orientation; campaigns	
Thurs., 8/20	Strategic planning	
	LAST DAY OF DROP/ADD: Friday, Aug. 21	

Tues., 8/25	Creative research; principles of graphic communication <u>DUE AT 11:00 (msg. to me on WebCT email):</u> A short paragraph identifying and describing your portfolio client.	Chpt. 2
<b>II Layout</b>		
Thurs., 8/27	Layout and new document setup QUIZ IN CLASS: ON Chpt. 5	Chpt. 5
Tues., 9/1	Layout and new document setup (cont.); open lab <u>DUE AT 11:00 a.m.:</u> Skill Set 1, "Strategy"	
<b>III Typography</b>		
Thurs., 9/3	Typography; type manipulation; open lab QUIZ IN CLASS: On Chpt. 4 <u>DUE AT 1:45 p.m.:</u> Skill Set 2, "Layout"	Chpt. 4
Tues., 9/8	Open lab	
Thurs., 9/10	Open lab <u>DUE AT 1:45 p.m.:</u> Skill Set 3, "Typography"	
<b>IV Color</b>		
Tues., 9/15	Color theory; color in InDesign and Photoshop. QUIZ IN CLASS: On Chpt. 3.	Chpt. 3
Thurs., 9/17	Open lab	
Tues., 9/22	Open lab <u>DUE AT 1:45 p.m.:</u> Skill Set 4, "Color"	
<b>V Art</b>		
Thurs., 9/24	Art; open lab QUIZ IN CLASS: On Chpt. 6	Chpt. 6
Tues., 9/29	Open lab	
Thurs., 10/1	Open lab <u>DUE AT 1:45 p.m.:</u> Skill Set 5, "Art"	
<b>VI Workshop</b>		
Tues., 10/6	Laying out an ad; open lab	"Info sheet: Ads" (on WebCT)
Thurs., 10/8	Open lab	
Tues., 10/13	Open lab <u>DUE AT 1:45 p.m.:</u> 3/4-page ad	

Thurs., 10/15	Laying out a magazine cover; open lab	“Info sheet: Magazine covers” (on WebCT)
Tues., 10/20	Open lab	
Thurs., 10/22	Open lab <u>DUE AT 1:45 p.m.:</u> Magazine cover WITHDRAWAL DEADLINE	
Tues., 10/27	Open lab	
Thurs., 10/29	Open lab RECOMMENDED: Finish third portfolio piece	
Tues., 11/3	Open lab	
Thurs., 11/5	Open lab RECOMMENDED: Finish fourth portfolio piece	
Tues., 11/10	Open lab	
Thurs., 11/12	Open lab RECOMMENDED: Finish last portfolio piece	
Tues., 11/17	Open lab	
Thurs., 11/19	LAST DAY TO ACCEPT REDONE SKILL SETS	
Tues., 11/24	THANKSGIVING HOLIDAY	
Thurs., 11/26	THANKSGIVING HOLIDAY	
Tues. 12/1	Open lab	
Thurs., 12/3	LAST DAY OF SEMESTER <u>DUE 1:45 p.m.:</u> Portfolios on CD.	
Wed., 12/9	READING DAY	
Fri., 12/11	FINAL IN-LAB EXAM: <u>12:00-3:00 p.m.</u> , Journalism 311.	

## Academic honesty

This is the University of Georgia’s policy regarding academic honesty. It applies to all academic work such as exams, term papers, and projects. Every student who enrolls at the university agrees to be bound by this policy. This means that each student has a responsibility to read the policy and comply with it. It’s no defense to a charge of academic dishonesty to say “I didn’t know that was prohibited.”

Students must perform all of their academic work without plagiarizing, cheating, lying, tampering, stealing, receiving assistance from others (unless the faculty

member authorizes that assistance) or using outside sources to assist in that work without giving fair, explicit attribution via footnotes, endnotes, or reference list.

Examples of academic dishonesty are copying answers from another student during an exam, giving a false excuse for failing to show up for an exam, obtaining advance exam copies by unauthorized means, or presenting others' work as your own. Students who assist other students in academically dishonest acts are also in violation of the policy.

For more information, contact the Office of the Vice President for Instruction at 543-0690, or find information at (<http://www.uga.edu/ovpi/>).

---