



MULTIMEDIA PRODUCTION
COM 305, SPRING 2010
DR. BRIAN CARROLL

TR 9-11 AM
LAUGHLIN 111


Catalog Description

Introduction to the process of graphic art production, with emphasis on materials, principals and methods of translating ideas and information to printed and digital forms and formats. Primary focus on production, design and typography as related to print media, digital media and public relations.

Introduction

You will apply the principles of graphic design to print and digital media. The course will cover how publications are designed and produced, including newspapers, magazines, newsletters, brochures, advertising, and Web pages and Web sites. Students also will learn how to appropriately and creatively use typography, color, photography and illustration, layouts, and software tools such as Dreamweaver and InDesign. The role of graphic design in contemporary media and society also will be discussed.

Learning outcomes

By the end of this course, my goal is for students to:

- Achieve competencies with computers and design- and publishing-related software.
- Learn about design strategies and principles to make more functional and creative publications and messages.
- Know, understand and apply many of the principles and theories of graphic design.
- Design to specification, as for clients and third parties.

Stuff you need to know

Instructor: Dr. Brian Carroll

Office: Laughlin Hall 100

Office phone: 706.368.6944 (anytime)

Email: bc@berry.edu

Home page: www.cubanxgiants.com

Course page: www.cubanxgiants.com/berry/305

Office hours: MWF 10-noon, TR 2-4 (or by appointment, drop-ins welcome)

What you will need (required)

- Steve Johnson, *Adobe Dreamweaver CS3 On Demand*, Que Publishing
- Deke McClelland, *Adobe InDesign CS3 one-on-one*, Deke Press/O'Reilly
- Memory for storing and backing up work (stick or USB wand)

What you may want (not required, but recommended)

- Amy Arntson, *Graphic Design Basics*
- Ryan Conover, *Graphic Communications Today*.

- Irene Hammerich and Claire Harrison, *Developing Online Content*
- Steve Krug, *Don't Make Me Think*
- Patrick Lynch and Sarah Horton, *Web Style Guide 3*
- Robin Williams and John Tollett, *Design Workhop*
- Robin Williams and John Tollett, *The Non-Designers Web Book*

Class format

This course is hands-on. On any given day, students might:

- receive instruction on software tools
- take lecture notes
- work on projects individually or in groups
- be given a quiz on readings, skills and lecture material

Policies

- **Attendance:** Attendance is a part of your grade. Be here every day on time, just as you would for a job, surgery or a haircut. Everyone gets one unexcused absence >> no questions asked. Stuff happens. After that, unexcused absences and/or lateness will result in deductions from the "professionalism and participation" portion of your grade -- one point for each unexcused absence and/or late arrival. What is excused is at the instructor's discretion, so you are best served by discussing situations and extraordinary circumstances prior to class whenever possible.
- **Late submissions:** Because the due dates for written assignments are known well in advance, there is no reason why the assignments cannot be completed on time. Moreover, it would be unfair to selectively grant extensions. All late work, therefore, will be penalized. Assignments received from one to three days late will be penalized one letter grade. Assignments received four to seven days late will be penalized two letter grades. No assignments will be accepted more than one week late. Failure to submit the final paper will result in automatic failure for the course.
- **Distractions:** This instructor is easily distracted. Ringing cell phones, therefore, will be lobbed out of the classroom window. Chatter during lecture will result in "professionalism and participation" point deductions, particularly after a warning has been issued. If you have to arrive late or leave early, clear it with the instructor beforehand whenever possible. Do homework for other classes somewhere else. Basic civility is what is expected. If you are at all unclear as to what "basic civility" implies, the instructor would be more than happy to elaborate.
- **Readings:** All reading assignments should be completed before the class period for which they are assigned. You may be called on in class to answer questions related to the day's readings. In addition, I will expand upon and update the material in the texts. It will be extremely difficult for you to follow the lectures, participate in discussion, respond to my questions and ask intelligent questions if you come to class ill prepared. This is especially true for our mock trials, during which your classmates will be depending on you to pull your weight.
- **Academic integrity:** Because academic integrity is the foundation of college life at Berry, academic dishonesty will result in automatic failure on the assignment in question. Academic dishonesty includes, but is not limited to, the following: cheating, unauthorized collaboration, plagiarism, fabrication, submitting the same work in multiple courses, and aiding and abetting. For definitions of these terms, please consult the instructor. Additionally, violators will be reported in writing to

the Provost. Students who are sanctioned for violating the academic integrity policy forfeit the right to withdraw from the class with a grade of "W."

How you will be graded

Weekly projects	65%
Web site	25%
Professionalism/participation	10% (breakdown below)
Total	100%

To compute your final grade, add up your point totals, apply the appropriate percentages, then refer to the Communication department suggested grading system, summarized here:

A = 93-100	A-= 90-92	B+=88-89	B=83-87
B- = 80-82	C+= 78-79	C=73-77	C-=70-72
D+= 60-69	F=59 and below		

Definitions of the grades can be found in the Berry College Catalog. "A" students will demonstrate an outstanding mastery of course material and will perform **far above** that required for credit in the course and **far above** that usually seen in the course. The "A" grade should be awarded sparingly and should identify student performance that is relatively unusual in the course.

Deadlines

- When an in-class/in-lab assignment is due, it is due. This reflects the reality of many mass communication professions and work environments. Late in-class assignments will not be accepted unless permission for extension had been granted prior to deadline. Turn in whatever has been done by deadline.
- If we have out-of-class assignments, they will be accepted up to one week after deadline, but late assignments will be penalized. After an assignment is more than a week late, however, that work is not eligible for points.
- If a student misses a class when an assignment is due and that student has a legitimate excuse, the professor will accept the late assignment without penalty at his discretion. The professor defines what constitutes a legitimate excuse and reserves the right not to grant full credit for assignments turned in under these circumstances.

Viking Honor Code

It is not just policy. The honor code system is foundational to the academic environment we enjoy and in which scholarship thrives. It is in force in this classroom and during all lab sessions. For the complete Viking Code, please consult the student handbook. In short, each student is "expected to recognize constituted authority, to abide by the ordinary rules of good conduct, to be truthful, to respect the rights of others." The College's mission, in part, commits to a community of integrity and justice. During an era when ethics are sometimes suspect, there seems no higher goal toward which students ought to strive than that of personal honor.

Students with special needs

If you have special needs of any kind, including learning disabilities, please let me know. Come discuss it with me. I want to make sure on the front end that we prevent any problems associated with the course. From Martha Van Cise, director of the Academic Support Center: *"Students with disabilities who believe that they may need accommodation in this course are encouraged to contact the Academic Support Center in Krannert Room 301 as soon as possible to ensure that such accommodations are implemented in a timely fashion."*

Finally, I believe we are here for a good time, not a long time, so let's have some fun!

