



Instructor: Dr. Cynthia Nichols **Email:** Cynthia.Nichols@okstate.edu
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Office Hours: TR 2:30-3:30 pm. I am more than happy to meet with you to discuss any of your projects or answer any questions you may have. To schedule an appointment, you may call, tweet, e-mail or arrange for a meeting during class.

Required Texts: Adobe (2010). *Adobe Illustrator CS5: Classroom in a Book*. Berkley, CA: Pearson.
Adobe (2010). *Adobe Indesign CS5: Classroom in a Book*. Berkley, CA: Pearson
Additional Reading: Landa, R. (2010) *Graphic Design Solutions*. 4th Ed. Florence, KY: Cengage Learning.
Additional Materials: 2GB USB Flash Drive, Adobe Creative Suite 5

Prerequisites: MC 2003 and MC 2023, and SC 1013 or SC 2183 with a grade of "C" or better in each; and a minimum grade of 70 on the Language Exam.

Course Description: An analysis and application course focused on designing elements used in strategic communication to include both traditional media and new media. Creative and practical aspects of typography, layout and design are included. Lab component offers hands-on instruction and skills development.

Course Mission: The mission of this course is to provide thorough, broadly based professional graphic design instruction relevant to the media and strategic communications.

Course Objectives: At the conclusion of the course, students will be expected to: (1) Understand the origins and development of the graphic design discipline; (2) Apply basic design principles when creating layouts for strategic communications; (3) Understand and use the fundamental ingredients of visual communication; (4) Learn the basic varieties of typefaces and the design possibilities of typography; (5) Choose appropriate typefaces and manipulate type elements to help communicate desired message; (6) Effectively integrate visuals and text into a coherent message; (7) Create an effective and well-designed ad by choosing and arranging appropriate ad elements; (8) Learn the basic techniques of industry standard design software including page layout using Adobe InDesign, line art/illustration using Adobe Illustrator, and image creation and manipulation using Adobe Photoshop; (9) Learn the value of brainstorming and other idea generating techniques; (10) Understand the importance and value of criticism; (11) Learn the value of neatness and precision in the execution of creative work; (12) Learn the importance of time management and meeting deadlines.

Learning Outcomes: The focus of SC-3753 Graphic Design for Strategic Communications is to help students develop their creative and conceptual abilities by providing a broad understanding of the design principals, creative processes and computer software skills necessary to design and produce effective advertising layouts. In this course, we will specifically address the following learning outcomes of the school in these ways: (1) Demonstrate an understanding of the history and social role of media and strategic communications; (2) Demonstrate critical, creative and individual thinking; (3) Demonstrate an understanding of the relevant theories and concepts of strategic communications; (4) Demonstrate appropriate writing, editing and production techniques in strategic communications; (5) Demonstrate an understanding of relevant planning and management methods in strategic communications.

Portfolio Requirements: To comply with the assessment requirements of Oklahoma State University and the Accrediting Council on Education in Journalism and Mass Communication, the School of Media and Strategic Communications requires all undergraduate students majoring in the School to develop and maintain a digital portfolio exhibiting specific and appropriate assignments or projects from SMSC classes and internships. **It is the responsibility of the students to assemble and update their portfolios during each semester's coursework.** Capstone professors will review each graduating senior's portfolio during the student's capstone course, making sure each student complies with this requirement. Failure to turn in a digital portfolio to the capstone professor during the capstone class will result in an incomplete grade until the portfolio assignment is complete and turned in to the capstone professor. Students can ask capstone professors and industry professionals to evaluate these portfolios periodically and offer guidance and constructive criticism. Students will begin learning about their portfolios in all lower division courses. Students will begin creating their portfolios in Electronic Communications. All students should use the following websites to create a digital portfolio: www.visualcv.com and www.vimeo.com It is expected that the digital portfolios will be helpful in showcasing students' talent, competencies and performance when they apply for internships or jobs.

Portfolios must include:

* This syllabus is subject to change as the professor deems appropriate and necessary.

1. Current resume in digital format that can be sent and viewed online
2. Statement of goals
3. At least five of the following in digital format: class projects, assignments and internship work samples.

Academic conduct: Credibility is VERY important in our business. Therefore, the class will operate according to standards of professional behavior. Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained throughout this course. You will be expected to conduct yourself in an honest, ethical and courteous manner with your classmates as well as with me. Assignments may not be duplicated from work performed in another class. Any act of dishonesty in any work, including cheating, plagiarism, unauthorized use of copyright materials or misrepresentation or fabrication of material will constitute academic misconduct and will result in your being sanctioned.

1. Cheating – using or attempting to use unauthorized materials, study aids or computer-related information.
2. Plagiarism – representing the words, data, works, ideas, computer program or output or anything not generated in an authorized fashion, as one's own.
3. Fabrication – presenting as genuine any invented or falsified citation or material.
4. Misrepresentation – falsifying, altering or mistaking the contents of documents or other materials related to academic matters, including schedules, prerequisites and transcripts.

Students suspected of plagiarizing or any other form of academic misconduct and/or dishonesty **may receive a grade of zero for the assignment and/or the course.** Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://osu.okstate.edu/acadaffr/aa/academicintegrity.htm>.

Classroom Decorum: All students should behave in a manner that is conducive to a teaching/learning environment. Students who engage in behavior that is disruptive or obstructive to this environment will be subject to disciplinary sanctions outlined by Oklahoma State University. Disruptive/obstructive behavior is not limited to but may include the following: physical abuse, verbal abuse, threats, stalking, intimidation, harassment, hazing, possession of controlled substances and possession of alcoholic beverages. **Cell phones must be turned to silent at the start of class. Texting is NOT allowed in class. Remember: I CAN SEE YOU.**

Three Strikes Rule: Because we are in the computer lab, the Internet is readily available. However, it is **NOT** acceptable to go online or work on projects if the professor, a guest or another student is giving a presentation. In order to prevent this, the three strikes rule is in effect. Do not get on the Internet in class while people are making presentations. If people are caught on the Internet more than three times, **the entire class will have 10 points taken off their grade for each offense, and will lose the opportunity for any other extra credit during the semester.**

Diversity: As Einstein said, "A university is a place where the diversity of the human experience manifests itself." I will embrace and respect diversity in all its forms, including perspectives and points of view. I expect you to extend the same courtesy to me and to your classmates.

Special Accommodations for Students: If anyone class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the Office of Disabled Student Services, 326 Student Union, to provide accommodations to ensure you have a fair opportunity to perform in class. Please advise the instructor of such disability and the desired accommodations during the first week of class.

Class Attendance: Attendance for this course is mandatory. You are expected to be in class at 12:30 p.m. sharp and ready to go. This course will consist of lectures, class discussions, lab work periods, exams, projects and critiques. As such, you are expected to attend each class and to do so on time. **No late assignments will be accepted, and no make-up quizzes, exams, etc. will be given except in cases of appropriate, documented excused absences.** Absences due to medical emergencies or University sponsored activities must be properly documented. If you are unable to attend class for any reason, you should let me know in advance via e-mail (Cynthia.Nichols@okstate.edu), and you must work with another class member to get any information you might miss. I will allow you **THREE** personal days, but I do not suggest that you use them. **Your final grade will be dropped ONE letter grade if you have more than three unexcused absences.** Five unexcused absences will result in a failing grade. Arriving late to class is also discouraged. Every three arrivals after 12:45 p.m. will count as one unexcused absence.

Deadlines: The practice of public relations hinges on adherence to deadlines. Missing deadlines not only can damage a PR person's credibility, it can lead to dismissal. Thus, deadlines are treated seriously in this class. All assignments will be accompanied by a due

date and time. **No assignment will be accepted if it is turned in late, and will be given a ZERO.** (Possible exceptions include cases involving documented medical emergencies or authorized university travel. However, these must be pre-arranged with the professor.) Specific project requirements and criteria will be detailed when each project is introduced. Established deadlines for each project will be strictly enforced. Unless otherwise noted, projects are due in the appropriate D2L Drop Box by 5:00 p.m. the day of the deadline.

Grading & Evaluation: This course will consist of a series of in-class design assignments. All writing assignments must conform to the 2010 *AP Stylebook*. Students should use class time as well as time outside of class wisely. All assignments must be typed, error free and follow AP style. Your work must be clean, concise and free of spelling, punctuation and grammatical errors. **Points will be taken off your grade for these errors.** You will be evaluated based on the following criteria:

Adobe Lessons (10 points each) = 450 points

Proficiency Tests = 300 points

Professionalism = 50 points

Final Project = 150 points

Total = 950 points

Creative Suite Lessons (300 points). During the semester, you will be given a series of design assignments. These will normally be due at the end of the workweek by midnight, as indicated on the syllabus. The assignments will consist of working through Adobe creative suite chapters at your own pace. You will be given time each week in class to work on these.

Proficiency Tests (200 points). For the proficiency tests, you will be asked to apply information gained from the text and course lectures/discussions. Exams may consist of short answer, fill-in-the blank and/or design examples.

Professionalism (50 points). This grade will be based on my assessment of your interpersonal and group communication skills, attendance, professionalism, and contributions to class discussions and exercises. A handout with guidelines for this will be given out in class.

Final Project (150 points). Your final assignment in this class is to develop a Visual Identity guide for an organization. The plan will reflect your skills as a PR communicator and will serve as a portfolio for job searches.

Extra Credit: Opportunities will be presented during the course of the semester. These will generally include professional development programs, as well as participation in research projects. Details will be posted on D2L or announced in class.

24-hour Rule: You are encouraged to talk with me if you have questions about your performance assignments. However, you **MUST** wait 24 hours after receiving your grade and focus on your strengths and weaknesses rather than the instructor's holistic judgment.

100-90%	A: Excellent; clearly outstanding in concept development and writing style
89-80%	B: Good; well above average
79-70%	C: Acceptable; fulfills minimum requirements
69-60%	D: Poor; does not meet minimum requirements
Below 60%	F: Fails to meet minimum requirements

If you would like to discuss your grade or your coursework, you are welcome at any time during the semester to make an appointment. To protect your privacy, I do not discuss grades via phone or email. Grades will be entered no later than Dec 20th. You can access them through D2L.

Tentative Schedule: The schedule and deadlines are subject to change at the professor's discretion based on the progress and pace of the class, as well as on the needs of the client. An effective public relations professional must learn to be flexible and keep up with dates and deadlines. **There is no excuse for a missed deadline.**

Course Syllabus (Tentative Calendar of Events)
PART 1: ILLUSTRATOR

- 8/23 Course Introduction
 8/25 Lecture 1: The Basics; *Illustrator* Lessons 1-2 (Due Friday by 11:59 pm)
- 8/30 Lecture 2: Typography
 9/1 *Illustrator* Lessons 3-4 (Due Friday by 11:59 pm)
- 9/6 Lecture 3: Color
 9/8 *Illustrator* Lessons 5-6 (Due Friday by 11:59 pm)
- 9/13 Lecture 4: Creativity
 9/15 *Illustrator* Lessons 7-9 (Due Friday by 11:59 pm)
- 9/20 Lecture 5: Layout
 9/22 *Illustrator* Lessons 10-12 (Due Friday by 11:59 pm)
- 9/27 Lecture 6: Composition
 9/29 **Illustrator Proficiency Test** *Illustrator* Lessons 13-15 (Due Friday by 11:59 pm)

PART 2: INDESIGN

- 10/4 Lecture 7: Visualization
 10/6 *InDesign* Lessons 1-2 (Due Friday by 11:59 pm)
- 10/11 Lecture 8: Publication Design
 10/13 *InDesign* Lessons 3-4 (Due Friday by 11:59 pm)
- 10/18 Lecture 9: Visual Identity
 10/20 *InDesign* Lessons 5-6 (Due Friday by 11:59 pm)
- 10/25 Lecture 10: Logo
 10/27 *InDesign* Lessons 7-9 (Due Friday by 11:59 pm)
- 11/1 Lecture 11: Branding
 11/3 *InDesign* Lessons 10-12 (Due Friday by 11:59 pm)
- 11/8 Lecture 12: Corporate Communication
 11/10 *InDesign* Lessons 13-15 (Due Friday by 11:59 pm)
- 11/15 ***InDesign* Proficiency Test**

PART 3: FINAL PROJECTS

- 11/17 Final Project In-Class Work Day
- 11/22 Final Project In-Class Work Day
 11/24 **THANKSGIVING BREAK – NO CLASS**
- 11/29 Final Project In-Class Work Day
 12/1 Final Project In-Class Work Day
- 12/6 Final Project In-Class Work Day
 12/8 Final Project In-Class Work Day

FINAL PROJECT DUE: Thursday, Dec. 15th, 11:50 am

NOTE: THIS SCHEDULE WILL CHANGE AS THE PROFESSOR DEEMS APPROPRIATE AND NECESSARY.