

DESIGN FOR PRINT AND DIGITAL MEDIA

Meredith Leich | Email: mleich@luc.edu
COMM 371-201 | Spring 2020
SOC Room 2

Course Description

This course will focus on digital design with specific emphasis on the creation, refinement, and publishing (print and digital) of a single visual story. Students will use inDesign to create a print publication and explore the basic principles of web design, touching on HTML and CSS, as they create a website. Along the way, students will address the following topic areas: theories of visual and image-based storytelling, creating visual stories from images, photo enhancement and manipulation, graphic design (layout of text and image) for on-demand print publishing, and contemporary web design options for visual storytelling and promotion. Through analyzing websites, students will learn to use design principles to emphasize purpose and audience.

Attendance

This is a hands-on class, and we will address a large amount of material in each class. Please be present and prompt. **You are permitted two absences in this class; any more, whether or not for a reasonable cause, may result failing the class** (if the student does not withdraw from the class prior to the withdrawal deadline). **If you are more than 15 minutes late, it will be counted as an absence.** University authorized absences for travel (e.g., travel for a club or team) must be cleared with me before the day of and preferably as soon as possible. **In the case you are absent, you are responsible for getting notes from another student. You may NOT miss the final exam meeting period.**

Participation

In this class, you'll hear lectures, participate in discussion, and provide feedback to classmates. Your positive and substantive contribution to each of these class elements is expected for a passing grade—doing the bare minimum will earn you a bare minimum grade. Leaving early, texting, sleeping, eating meals, and doing other non-class related work are distractions for our classroom community, and will also affect your grade.

Classroom Conduct

- Please silence phones before entering class. We live in an era of tremendous distraction, so allow this class to be a special time of focus! Please do not send text messages, use headphones to listen to music, peak at Facebook, scan TikTok, send Snapchats, check email etc etc. I will hold you to this, both in person and grading, and I hope you will hold yourself to it too.
- Please use a laptop only for taking notes or working on our assignments (avoiding, again, all those tempting digital distractions)
- Please be respectful to one another in your comments and attitude
- If you have any questions or concerns, please let me know as soon as possible!

Email

I will use your Loyola e-mail address for necessary course information and announcements, so please keep an eye on your inbox over the course of the semester. I aim to respond to email within 24 hours during the week, but may not be available over the weekend. Also, this may be

"old school" but please include a subject, salutation (eg. Hi Meredith), and sign off (your name) when emailing me; I will do the same.

Assignments & Grading

This is a production class, and the bulk of your grade will come from your performance on the assignments. I will evaluate both your conceptual and technical execution of the assignments and post your grades on Sakai within the week of your submission. **Late work will be penalized two points every day and will not be accepted after three days.** I grade according to points; for each assignment, meeting the basic requirements will earn you the equivalent of a C (70-79%) on an assignment; work that meets the requirements thoughtfully will earn you a B (80%); work that exceeds the requirements will earn you an A (90-100%).

Additionally, 30 points (ie 15%) of your grade will come from your participation in class. This will be evaluated at the end of the semester and includes your participation in conversations about class readings, peer-to-peer critiques, and class critiques.

Here is a list of all of the assignments, their due-dates, and their point value:

Assignment	Points
Evaluative Writing (<i>throughout</i>)	10
Photo Sequence (<i>due Jan 21</i>)	10
Typography (<i>due Feb 4</i>)	10
Print Publication (<i>due Feb 25</i>)	55
Web Presentation (<i>due March 10</i>)	10
Website (<i>due April 28</i>)	55
Postcard (<i>due April 14</i>)	20
Participation (throughout the semester; to be evaluated at the end)	30
Total:	200

Academic Dishonesty

Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g., failing to properly credit a source or using someone else's ideas without clarifying that they are not yours). This is an academic community; being uninformed or naïve is not an acceptable excuse. It is dishonest to: turn in the same work for two classes; turn in a paper you have not written yourself; or copy from another student.

Students with Disabilities

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially

to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of the course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Managing Life Crises and Finding Support

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – just email me or schedule a meeting with me during office hours. To learn more about the Office of the Dean of Students, please find their websites here: LUC.edu/dos or LUC.edu/csaa. Their email is deanofstudents@luc.edu.

CONTENT

Required Readings

Readings will be linked in the electronic copy of the syllabus on Sakai and updated throughout the semester. We will read online articles and books available in Loyola's ProQuest Ebook library (accessible with your Loyola log-in).

Recommended Books for Further Exploration

The Elements of Typographic Style, Robert Bringhurst,
Grid systems in graphic design, Josef Müller-Brockmann, 1981

Recommended Watching

Helvetica, Gary Hustwit, 2007
Milton Glaser, to Inform and Delight, Wendy Keys, 2009

Required Materials and Tools

- A sketchbook — doesn't have to be dedicated to this class, but a space to sketch ideas
- A good old-fashioned ruler
- A harddrive
- Access to a computer with the Adobe Creative Suite (we will be using Photoshop and InDesign)

Budget

In this class, we will spend money on creating two print publications, with the option of spending money on a website. You may also spend money to create proofs:

- An on-demand publication through MagCloud (~\$18 / 2 publications)
- A series of postcards through VistaPrint (~ \$15 / 50 postcards)
- Optional: proofs (at Kinkos or through Loyola) for your publications
- Optional: domain name / web service (~\$140/year)

Printing Resources on Campus

<https://www.luc.edu/purchasing/printing.shtml>

Centennial Forum, Main Level
1125 Loyola Ave
Chicago, IL 60626
Hours of Operation: 8:00am - 5:00pm, Monday - Friday

SCHEDULE

** Please note: this schedule is subject to change throughout the semester and will be adapted to fit the needs of our class. Please refer to the syllabus posted on Sakai.**

Assignments are due at the start of class on their due date.

Week One | January 14

COURSE INTRO + VISUAL STORYTELLING & PHOTOGRAPHY

- Digital Design: Course Introduction and Objectives
- Image, Series, Sequence
- Camera Workshop

Assignment: Intro Questions, under the Questionnaires category on Sakai (**due on *Sunday, Jan 19***)

Building an Image Sequence with 20 images, under the Resources category on Sakai (due Jan 21)

Week Two | January 21

VISUAL STORYTELLING & PHOTOGRAPHY

- **Due:** 20 images in a sequence
- Photoshop Workshop
- Image Editing for Visual Story

Assignment: Edit 5 images in your sequence using photoshop

Week Three | January 28

INDESIGN - TYPOGRAPHY

- **Due:** 5 edited images + 20 images in a sequence
- Typography, Font Families
- Adobe TypeKit
- Kerning, Tracking, Points
- Exporting to a PDF

Assignment: Explore Typography (due Feb 4)

Week Four | February 4

INDESIGN - LAYOUTS

- **Due:** Typography Assignment, present in small groups
- Introduce Publication Assignment, look at examples
- On Demand Publication Service MagCloud
- Setting up a document in InDesign, using Master Pages

Assignment: MagCloud Publication (due March 10)

Week Five | February 11

INDESIGN - LAYOUTS

- **Due:** Unformatted text and images for publication
- Creating margins and a grid
- Using Text and Image Frames for placement

Assignment: MagCloud Publication (due March 10)

Week Six | February 18

INDESIGN - HIERARCHY AND TYPOGRAPHY

- Creating Visual Hierarchy
- Using styles to format typography

Assignment: MagCloud Publication (due March 10)

Week Seven | February 25

WEB DESIGN - INTRO + HISTORY

- **Due:** Publication rough draft
- Proof-read in pairs
- Time in class to work and ask questions
- Exporting for print
- Intro to website design

Assignment: Website Presentations (due March 10)

Week Eight | March 3

SPRING BREAK - NO CLASS 🌂

Week Nine | March 10

WEB DESIGN - EXPLORATION + EXAMPLES

- **Due:** MagCloud Publication Submission Online + PDF in class
- Website Presentations in Class
- Intro to Basics of web design, including HTML and CSS

Assignment: Create a Website (due end of Term)

Week Ten | March 17

WEB DESIGN - PLATFORMS

- **Due:** Website Concept (sketches, text, and photos)
- Continue working with HTML and CSS
- Intro to different web platforms (squarespace, wix, webflow, wordpress)

Assignment: Create a Website (due end of Term)

Week Eleven | March 24

WEB DESIGN - NAVIGATION + HIERARCHIES

- Web layout, menu navigation
- Developing a consistent style

Assignment: Create a Website (due end of Term)

Week Twelve | March 31

WEB DESIGN + PRINT PUBLICATIONS

- *Print Publications should have arrived; opportunity to share and revise*
- Color, Hierarchy, Font choices

Assignment: Create a Website (due end of Term), Revise Print Publication if necessary

Week Thirteen | April 7

PROMOTION IN PRINT + DIGITAL

- Integrating social media + other promotional strategies
- Return to print design
- Using Photoshop to create a postcard

Assignment: Create a postcard and continue working on website (due end of Term)

Week Fourteen | April 14

WEB DESIGN

- **Due:** Rough Draft of Website
- Present websites in class for feedback

Week Fifteen | April 21

WORK DAY

Week Sixteen | April 28

FINAL PRESENTATIONS - WEBSITE, PRINT PUBLICATION, POSTCARD