

## MCOM 415 | Mass Media Graphics | *Syllabus*

Spring 2016

*Location:* VB209

*Meeting Time:* Monday 6:30 – 9:10 pm

*Class website:* <http://www.adammarton.com/mediagraphics>

*Instructor:* Adam Marton

*Email:* [amarton@towson.edu](mailto:amarton@towson.edu)

*Office location:* SA166

*Office hours:* 30 mins before and after class, please email to schedule appointment.

### **Course Description**

The student will use computer technology to explore the communication potential of type, white space, information graphics, photographs and other design elements. At the end of the course, the student should be able to:

- recognize the graphic potential of information, conceptualize graphic solutions and find the most appropriate method of packaging text and graphics;
- select appropriate typography on the basis of mood, audience and readability;
- select, crop and size photographs, and write captions and cut-lines to accompany them.

### **Grading Criteria**

Descriptions for each of the assignments below will be distributed and discussed in class.

#### **Class Participation** – *5% of your final grade*

Research will be completed outside of class and used as discussion points throughout the semester. Credit is earned by students who are present and contribute to the discussion.

#### **Written Exercises** – *15% of your final grade*

- Case Study (5%)
- Color Tutorial (5%)
- Well designed web sites (5%)

#### **Projects** – *80% of your final grade*

- Project 1: Ad Design (20%)
- Project 2: Information Graphics (10%)
- Project 3: Photo Layout (10%)
- Project 4: Newsletter Design (20%)
- Project 5: Web Site Design (20%)

### **Classroom etiquette**

*Use of cell phones is not permitted.* Responsible use of desktop computers for course materials only is required. Respectful behaviors to faculty and fellow students, including appreciation of diverse student population and opinions, are expected.

### **Attendance Policy**

Attendance is mandatory for all classes. This course requires ongoing interaction between students and instructor in the form of critiques, software instruction, and discussion. Students will use lab equipment for at least part of every class period. *More than two unexcused absence will cause your letter grade to drop 5% for each additional unexcused absence (i.e. 3 absences = -5%, 4 absences = -10%).* Absences will jeopardize your overall success in this class. The student is responsible for coming to class prepared for full participation in class activities and take advantage of lab time that will be utilized. Only documented medical or legal excuses will be accepted.

### **Grading Policy and Late Submissions**

You will complete projects, written exercises, and participate in classroom discussion during the course of the semester. You may submit one revision for projects 1 - 4 by a specific date stated in the class schedule. Your grade on the revision will be your final grade. No revisions will be accepted for any written exercises or project 5. All course activities have specific due dates and will not be accepted late. Assignments not completed on time cannot be submitted as a revision. No exceptions.

### **Grading System**

Students may not attempt a class for the third time without prior permission from the Academic Standards Committee.

A 93-100	B- 80-82.9	D 63-66.9
A- 90-92.9	C+ 75-79.9	D- 60-62.9
B+ 87-89.9	C 70-74.9	F 0-59.9
B 83-86.9	D+ 67-69.9	

### **Disability Statement**

This course is in compliance with Towson University policies for students with disabilities. Students with disabilities are encouraged to register with Disability Support Services (DSS) 7720 York Road, Suite 232, 410/704-2638 (Voice or TDD) Students who suspect that they have a disability but do not have documentation are encouraged to contact DSS for advice on how to obtain appropriate evaluation. A memo from DSS authorizing your accommodation is needed before any accommodation can be made. For more information please contact DDS <http://www.towson.edu/dss/index.asp>

### **Plagiarism**

The Department of Mass Communication and Communication Studies adheres to the following policy regarding plagiarism:

1. Any words or images taken directly from another source (including the Internet) must be footnoted or cited and in quotation marks. Similarly, in oral presentations, attributions must be clear.
2. Any ideas derived from a source not in the public domain or of general knowledge must be clearly attributed.
3. Any paraphrased material must be footnoted or cited. In oral presentations, attributions must be clear.

4. All papers and presentations must be the student's own work. Submission of papers or presentations authored by others, even with their consent, constitutes plagiarism.

Any student found plagiarizing in any of the above ways will receive an automatic "F" for the assignment and may receive an "F" for the course. Documented evidence of the plagiarism will be kept in the department office, and will be reported to the Office of Judicial Affairs.

Any student discovered soliciting others to write a paper, speech, test, or other assignment for that student will receive an automatic "F" for the course.

There are ambiguities in concepts of plagiarism. Faculty will be available for consultation regarding any confusion a student may have.

Most students are careful to avoid blatant plagiarism, the unacknowledged copying of exact words of the source. However, students must also be aware that the concept of plagiarism extends not only to wording but to patterns or sequences of ideas. If you paraphrase without acknowledgement, using the same sequence or structure as the original author, then you are plagiarizing.

Students have the right to appeal a charge of plagiarism. An appeal starts with the chairperson of the department.

### **Cheating**

The Department of Mass Communication and Communication Studies has adopted the following policy regarding cheating:

ANY STUDENT CAUGHT CHEATING ON ANY QUIZ OR EXAM WILL RECEIVE A MINIMUM OF AN "F" ON THE QUIZ OR TEST AND A MAXIMUM OF AN "F" FOR THE COURSE.

### **Liability statement**

"In all assignments, students must comply with all laws and the legal rights of others (e.g., copyright, obscenity, privacy and defamation) and with all Towson University policies (e.g., academic dishonesty). Towson University is not liable or responsible for the content of any student assignments, regardless of where they are posted."

### **Textbooks**

Required: *The Newspaper Designer's Handbook* by Tim Harrower

Highly recommended: *D.I.Y.: Design it yourself* by Ellen Lupton.

Optional: *The Non-Designer's Design Book* by Robin Williams.

These books can be purchased at the TU bookstore or online.

### **Materials**

A TU email account

Thumb Drive

**Lab Hours**

Please take advantage of the computer lab to complete work outside of class if you do not have access to a computer at home or the appropriate software. There will be time during class to work on projects, but you will need extra time outside of class to complete each project. The lab hours for the semester will be posted outside of the lab. Additional information will be provided in class about lab hours.