

CAS 111 - SPRING 2019

INTRO TO LAYOUT & DESIGN

Welcome to CAS 111, Design & Layout! It is a pleasure to be leading you through the discovery and appreciation of great design and graphics, and show you where the path starts to becoming a visual journalist or graphic designer. I am third-year doctoral student in the Media and Information Studies Ph.D. program. Based in the School of Journalism, I am a visual anthropologist and historian. I have a Bachelor of Science degree in Journalism and Photography (Central Michigan University) and a Master of Art's degree in international journalism (MSU). I spent 12 years as a photojournalist, both as a freelancer (Detroit Free Press, Associated Press and Chicago Tribune) and as staff photographer (the Owosso Argus-Press, the Frankfort Times and the Saginaw News). I also spent seven years as a web developer and art director here at MSU (College of Education, College of Communication Arts and Sciences).

CONTACT INFO

YOUR INSTRUCTOR: Anthony Cepak
OFFICE: Room 361, Comm Arts building
OFFICE HOURS: Tue. 6-7pm and Thu. 1:30-2:30pm.
E-MAIL: cepak@msu.edu
INSTAGRAM: @anthonycepak
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COURSE DETAILS

CLASS SESSIONS: Lectures are Tuesdays, 7-8:50 pm.
Optional open lab is Friday 2-3 p.m. in Room 243
CLASSROOM: Lecture is in Room 147, Comm Arts building.
Help desk session is in Room 243, Comm Arts building.
TEACHING ASSISTANT: Apoorva Joshi
Office Hours: Friday 2-3 p.m. in Room 526

COURSE OBJECTIVES

- » Learn the principles of typography and use of color.
- » Learn fundamental concepts of publication design, including hierarchy, balance, text-to-visual ratios, adherence to column grids, and creating consistent typographic styles. Execute various design assignments to apply these principles.
- » Learn fundamental concepts of informational graphics. Create charts and diagrams to apply these principles.
- » Learn the fundamentals of photography and how photos are properly and effectively utilized and cropped in publication design and informational graphics.
- » Learn how to conceptualize and execute a variety of publication designs or graphics using Adobe InDesign CC, Adobe Illustrator CC. Learn how to enhance those design concepts and graphics, when appropriate, with Adobe Photoshop CC.

COURSE ORGANIZATION

The course is a blend of lectures, demonstrations, visual editing and graphics exercises. The material presented is drawn from newspaper, magazine, online, and other sources of inspiration. Class time will be divided between lectures and in-class application of the skills that are discussed. You should expect to start assignments during class, but most of the work will be done outside the classroom.

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ATTENDANCE

I highly recommend attending all class periods. Explanations of assignments and demonstrations of design concepts for completing those assignments will take place in class. However, attendance will not be taken. Your performance on the assignments that reinforce content covered in class will give me a sufficient indication of your attendance.

TEXTBOOKS & SUPPLIES

There are no required books or supplies for this class. Access to Adobe Creative Cloud software is required for this course.

SMARTPHONES IN CLASS

The use of smartphones is a distraction that detracts from our learning. I understand that the occasional check for an important message happens. But excessive use of smartphones will not be tolerated. Expect me to ask you to put away your phone if I feel it is interfering with our learning. If a problem with this persists, expect to have an individual conversation with me about it.

SYLLABUS CHANGES

The ebb and flow of our 15-week course is such that I may encounter better ways to teach this content that could require changes to the syllabus. This could include choosing a different angle to discuss the scheduled topic. It could also mean choosing a different project to assign. If I do determine a change is necessary, I will inform you well in advance. I will not, however, add assignments or quizzes, or move their due dates earlier than the syllabus states. I may change what I cover in a given week, or extend the time spent on one area in class. But such changes will not add work, and will not make any work earlier than the syllabus states. This syllabus is a commitment to how much work is expected of you.

ASSIGNMENTS

COMPLETING YOUR WORK: If you do not have access to a laptop with the Adobe Creative Suite, then please check the lab schedules to find out when there is open lab time to finish work that is started in class.

QUIZZES: Three quizzes will be given on many of the lectures throughout the semester. The quiz content and dates will be announced in class. Each quiz will be 10 questions and worth 30 points.

ASSIGNMENTS: Ten assignments will be given during the semester. These will cover a variety of design and graphics topics. More specific instructions about each assignment will be given in the class period in which they are assigned. Each assignment is worth 50 points.

RETURNING GRADES: All quizzes and projects grades will be returned to you within one week of the day they are due.

GRADING STANDARDS: Projects will be graded on several levels. Specific grading rubrics will be given with each assignment.

PROJECT DEADLINES: People in the communication industry live or die by deadlines. In this class, assignment deadlines are important. Five points will be deducted for each day a project is turned in after the deadline. (If the project is due Wednesday at noon, and you turn in yours Thursday morning, five points are automatically deducted. If you turn it in Friday morning, 10 points are deducted.) If you believe you have a legitimate reason to turn in a project late, email me the reason and I will give that explanation consideration.

CALCULATING GRADES

I will divide your total points earned into the maximum that can be earned to get a percentage. For example, 565 divides into 590 to derive a percentage of 96 percent, so a student that earned 565 points would earn a final semester GPA of 4.0. This chart indicates the percentage ranges that correlate with a final GPA.

Pct.	GPA
94-100	4.0
87-93	3.5
80-86	3.0
73-79	2.5
66-72	2.0
59-65	1.5
52-58	1.0

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UNIVERSITY AND DEPARTMENT POLICIES

JOURNALISM CODE OF ETHICS: Please read the J-School Code of Ethics and Best Practices at <http://cas.msu.edu/places/departments/school-of-journalism/code-of-ethics/>

ACADEMIC HONESTY: Students will do their own work on all assignments. Students who cheat, fabricate or plagiarize will receive a 0.0 on the assignment and may fail this course. Plagiarism means the appropriation of another person's ideas, processes, results or words without giving proper credit. Article 2.III.B.2 of the SRR states: "The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards." In addition, the School of Journalism adheres to the policies on academic honesty specified in General Student Regulation 1.0, Protection of Scholarship and Grades; the all-University Policy on Integrity of Scholarship and Grades; and Ordinance 17.00, Examinations.

Therefore, unless authorized by your instructor, you will complete all course assignments, including homework, lab work, quizzes, tests and exams, without assistance from any source. You will develop original work for this course; therefore, you may not submit course work you completed for another course to satisfy the requirements for this course. Students who violate MSU regulations on Protection of Scholarship and Grades will receive a failing grade in the course or on the assignment.

The Spartan Code of Honor Academic Pledge: "As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor in ownership is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do." I expect all students in our class to uphold this standard.

Faculty are required to report all instances in which a penalty grade is given for academic dishonesty. Students reported for academic dishonesty are required to take an online course about the integrity of scholarship and grades. A hold will be placed on the student's account until such time as the student completes the course. This course is overseen by the Associate Provost for Undergraduate Education.

CLASSROOM CONDUCT: Students will conduct themselves in an appropriate manner in the classroom. As noted in the University's Code of Teaching Responsibility, this involves "the right of faculty members to conduct classes, and of students to participate in those classes, without interference or disruption." Additionally, section 2.3.5 in the "Academic Freedom for Students at Michigan State University" report states that, "the student's behavior in the classroom shall be conducive to the teaching and learning process for all concerned." If a student's behavior is so disruptive that it interferes with the teaching and learning process, the student may be required to leave the classroom and could be referred to the student judicial affair's office for a disciplinary hearing.

LEARNING CHALLENGES: If you need or want to request an accommodation for a disability, call the Resource Center for Persons with Disabilities (RCPD). Please provide instruction from them to your course instructor. Please bring any issues to my attention that you believe are challenges in your efforts to learn the material.

RELIGIOUS HOLIDAYS: If you wish to be absent from class to observe a religious holiday, please make arrangements in advance with me.

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HERE'S WHAT WE WILL EXPLORE THIS SEMESTER

FIRST: THIS IS A FLUID, WORKING SYLLABUS and subject to change. Should we cover all the material scheduled for two weeks in one week, we will move ahead in our list of topics. Also, if we feel we need to spend more time on a topic or specific concept, we shuffle the schedule around to accommodate those changes. You will be given one full week's notice of any change to the schedule, including changes to assignment due dates. In most cases you will have 1.5 weeks to complete each assignment, giving you plenty of time think about the assignment goals, and problem solve how you will conceptualize and execute your design. This will also allow you plenty of time to utilize the help desk or visit my office hours, should you have any questions regarding assignments.

TOPIC 1: TYPOGRAPHY

Concepts covered: Leading, kerning, tracking, alignment, serif vs. sans-serif fonts, font sizing, other key principles. Software used: Adobe InDesign and Illustrator.

TUESDAY JAN. 8

Introduce course, syllabus and introduction to typography
• Assignment 1 due Thus. Jan. 17

TUESDAY JAN. 15

Using typography in design
• Assignment 2 due Thus. Jan. 24

TOPIC 2: FOUNDATIONS OF COLOR

Concepts covered: Primary and secondary colors, RGB vs. CMYK colors, the color wheel, warm and cool colors. Software used: Adobe Illustrator, InDesign, Photoshop

TUESDAY JAN. 22

Use and appreciation of color in design
• Assignment 3 due Thus. Jan. 31

TOPIC 3: PHOTOGRAPHY

Concepts covered: Photo composition, photographic meaning, cropping, utilizing photos properly, photographic history, photo cutouts, color toning, integrating type in a photo. Software used: Adobe InDesign and Photoshop

TUESDAY JAN. 29

Photographic principles and meaning
• Assignment 4 due Thu. Feb. 7

TUESDAY FEB. 5

Photographic Ethics
• Assignment 5 due Thu. Feb. 14

TOPIC 4: GRAPHICS

Concepts covered: How to create an effective chart; a variety of fundamental graphics principles, and approaches to creating compelling illustrations. Software used: Adobe Illustrator and Photoshop

TUESDAY FEB. 12

Illustration and intro to graphics
• Assignment 6 due Thu. Feb. 21

TUESDAY FEB. 19

Informational graphics
• Assignment 7 due Thu. Feb. 28

TUESDAY FEB. 26

Illustrator Demo
• No New Assignment

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TOPIC 5: BRANDING

Concepts covered: What a brand is, what elements make up a brand and why brands are important to design. Software used: Adobe Photoshop, Illustrator and InDesign

TUESDAY MARCH 5

Spring Break - No Class

TUESDAY MARCH 12

Introduction to branding
• Assignment 8 due Thu March 21

TOPIC 6: PAGE LAYOUT

Concepts covered: Grid, balance, hierarchy, photo usage, making typographic choices, other key design principles such as principles of print design. Software used: Adobe Illustrator, InDesign and Photoshop

TUESDAY MARCH 19

Introduction to page layout
• Assignment 9 due Thu April 25

TUESDAY MARCH 26

Editorial page design

TUESDAY APRIL 2

Branded content design

TUESDAY APRIL 9

Demonstration day for final assignment

TOPIC 7: MOBILE DESIGN

Concepts covered: Understanding the digital landscape and the unique challenges to designing for digital platforms. Software used: Adobe Spark, Capture, Photoshop, Illustrator, InDesign

TUESDAY APRIL 16

Designing for mobile & social media
• Assignment 10 due Thu April 25

TUESDAY APRIL 23

Last Class - Open lab, work session

TUESDAY APRIL 30

NO FINAL EXAM