

ADV/PR 339K | Digital Graphic Comm | S19

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ADV/PR 339K Digital Graphic Communication

Teacher: Matt McCutchin

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Assistants: TBD

E-Mail: | Office: BMC 4th floor, Cubicle X | Hours: TBD

Books & Materials:

All course materials and instructions will be available online via Canvas--no additional purchases necessary, except possibly a Student subscription to Adobe CC. (There are free and paid options; see details [HERE](#).)

Course Description:

From presentations to content to case-study videos, today's brand communicators must know how to create

persuasive pieces, using a variety of digital software tools. This course introduces all students to the fundamentals of good graphic design, as well as production basics. Students will then build their digital design skills using industry-standard software, from print (Adobe InDesign, Illustrator, Photoshop) to motion (Adobe Premiere) and interactive (HTML, CSS, Dreamweaver). Assumes no prior knowledge.

Course Outcomes:

1. **Adobe CC Skills:** Ability to use various Adobe professional-level applications to create brand messages.
2. **Craft:** How well a message is conceptualized, designed, and constructed digitally.
3. **Visual Communication:** Understanding how we communicate visually, in static, motion, and interactive media.

Coursework.

You'll be assigned various projects to learn the theoretical fundamentals as well as practical skills of designing and producing work using various Adobe CC programs. Each course section includes small projects, quizzes, and a capstone Major Project to demonstrate both your theoretical and hands-on skills. Minor Daily Projects are simple tasks that can often be completed during class, and include quizzes and small projects that are graded pass-fail. Major projects allow you more freedom to demonstrate your growing design skills, carry more grade weight, and are graded more subjectively.

Grades.

Here's how your final course grade will be calculated:

60% = 4 Major Projects (15% each; graded)

40% = Daily Projects (most class days; quiz or complete/incomplete; lowest grades dropped)

Final letter grades are calculated according to these cutoffs—no exceptions:

A = 94 to 100 **A-** = 90 to <94 **B+** = 87 to <90 **B** = 84 to <87 **B-** = 80 to <84 **C+** = 77 to <80 **C** = 74 to <77 **C-** = 70 to <74 **D+** = 67 to <70 **D** = 64 to <67 **D-** = 60 to <64 **F** = 50 to 0

Policies:

Late Work

As a budding professional in a deadline-driven industry, you are expected to complete every module and project on time – no exceptions. All projects are due on Canvas at the date and time indicated on the Class Calendar.

Emergencies happen, so you are allowed one “Late Pass” without penalty, which gives you an additional 2 days (48 hours) to complete a single project. Thereafter, you will not be able to turn in any late projects under any circumstances, unless you already have a prior exemption for a Religious Holy Day, a school-sponsored trip, or a doctor's note, obituary, or other issue that you can document with a written excuse.

To use your Late Pass, BEFORE the project is due, click [HERE](#).

Scholastic Dishonesty

The Stan Richards School of Advertising has no tolerance for acts of scholastic dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please familiarize yourself with the University's policy on Academic Dishonesty [here \(http://deanofstudents.utexas.edu/sjs/acadint_whatitis.php\)](http://deanofstudents.utexas.edu/sjs/acadint_whatitis.php).

E-Mail

In this course, e-mail will be used as a means of communication. You will be responsible for checking your e-mail regularly for class work and announcements, as well as Canvas. You can find UT Austin's policies and instructions for University e-mail [here \(http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy\)](http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy).

Counseling and Mental Health Services

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For immediate support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471-3515 | [cmhc.utexas.edu \(http://cmhc.utexas.edu/\)](http://cmhc.utexas.edu)
- CMHC Crisis Line: 24/7 | 512.471.2255 | [cmhc.utexas.edu/24hourcounseling.html \(http://cmhc.utexas.edu/24hourcounseling.html\)](http://cmhc.utexas.edu/24hourcounseling.html)
- CARE Counselor in the Moody College of Communication is: **Abby Simpson, LCSW**. | M-F 8-5p | CMA 4.134 | 512-471-7642 (Please leave a message if she is unavailable).

FREE Services at CMHC:

- Brief assessments and referral services
- Mental health & wellness articles - [cmhc.utexas.edu/commonconcerns.html \(http://cmhc.utexas.edu/commonconcerns.html\)](http://cmhc.utexas.edu/commonconcerns.html)
- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html \(http://cmhc.utexas.edu/mindbodylab.html\)](http://cmhc.utexas.edu/mindbodylab.html)
- Classes, workshops, & groups - [cmhc.utexas.edu/groups.html \(http://cmhc.utexas.edu/groups.html\)](http://cmhc.utexas.edu/groups.html)

Course Summary:

Date	Details
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Fri Feb 15, 2019



Project 1: Creating Digital Documents With InDesign
(<https://utexas.instructure.com/courses/1240156/assignments/4540163>)

due by 11:59pm

Fri Mar 15, 2019



Project 2: Graphics + Images w/ Illustrator + Photoshop
(<https://utexas.instructure.com/courses/1240156/assignments/4540164>)

due by 11:59pm

Fri Apr 19, 2019



Project 3: Editing w/Premiere Pro
(<https://utexas.instructure.com/courses/1240156/assignments/4540165>)

due by 11:59pm

Mon May 13, 2019



Project 4: Web Design
(<https://utexas.instructure.com/courses/1240156/assignments/4540166>)

due by 11:59pm



Late Pass (<https://utexas.instructure.com/courses/1240156/assignments/4540162>)