![USC Annenberg]

**PR 486 Multimedia PR Content:
Introduction to Digital Design Tools
2 Units**

Fall 2022 – Thursdays – 4-6:20 p.m.
Section: 21320R
Location: ANN 308

Instructor: Jenn de la Fuente
Office Hours: By appointment only. You may schedule office hours at https://calendly.com/jrosebud
Office hours will be conducted via Zoom.
Contact Info: jdelafue@usc.edu, cell (916) 538-2133
(Please do not call or text my cell phone on weekends or late at night.)

Course Description

It's increasingly important that public relations professionals not only be good at writing for an array of audiences, but also understand basic design principles and a have fluency in digital design tools, such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. While many organizations may employ outside designers, or have an art department of their own, sometimes the task of creating smaller design collateral, such as postcards, infographics, or posters, falls to the PR practitioner. For many smaller firms, an art department or contract design help may not be available, so it is even more imperative to have a basic understanding of how to design collateral and execute these designs in the above programs. These are also important skills to have when communicating with an art department or outside designer, so you can clearly and effectively work with these parties and understand their needs.

Student Learning Outcomes

There are two main learning objectives in this class: Learning the foundation for good design practice, and developing a basic proficiency in Adobe Photoshop, Illustrator, and InDesign. This class will allow you to exercise a lot of creativity as well in the assignments. You will have to come up with your own design concepts and execute them. Each of the assignments will measure:

- Your ability to present a concept for a project. Public relations is about devising ideas on how to promote a brand, a product, an issue or idea, and your ability to not only develop a concept but also to explain how and why it is appropriate for your target audience(s) is key in the industry.
- Your ability to execute a design idea. Is your design appropriate for the audience? Is it aesthetically sound? Can you explain why you made the design choices you did?
- Your ability to use the design programs that are industry standards: Adobe Photoshop, Illustrator, and InDesign. You should be able to create basic collateral using any of these programs by the end of this class.
- Your ability to present your final idea to your peers. This will prepare you for client presentations, fielding questions asking why certain design or collateral decisions were made and being able to explain your concept from beginning to how it was executed.

Recommended Preparation: Familiarize yourself with the Adobe software if you haven't used it already. There are many tutorials on YouTube and within the software itself to help walk you through the basics. It's recommended you do some of these tutorials or see what offerings the Annenberg Digital Lounge (https://annenbergdl.org) have in terms of workshops.

Here are links to Adobe's tutorials:
Photoshop: https://helpx.adobe.com/photoshop/tutorials.html
Illustrator: https://helpx.adobe.com/illustrator/tutorials.html
InDesign: https://helpx.adobe.com/indesign/tutorials.html

Course Notes

All course material for this class will be posted on our class website: http://jrosebud.github.io/pr486. Please bookmark this website and check it regularly for readings and the slides from lectures. All assignments will be submitted via Dropbox, and the links to the assignment descriptions/instructions and assignment submission links will be on this class website.

Technological Proficiency and Hardware/Software Required

No prior experience in using any design software (Adobe or otherwise) is required. However, students will need to have the Adobe Creative Cloud up and running on their own computers by the second week of class. All Annenberg students have free access to the Adobe Suite; all other students taking this course will also have free access for the duration of the course. Instructions on how to get access will be discussed the first day of class.

Description and Assessment of Assignments

All the assignments in this class will follow a semester-long theme: your own music company or podcast. Students will think of a concept -- including a name -- for their own company and create collateral throughout the semester for this company.

Assignments are as follows:

- **Company pitch:** Students must devise a name for their own record company (or podcast) and decide what the theme and musical vibe for this company will be. For example, what genre of music would this company promote, and what are some examples of artists that would be represented by this record company? What is the target audience and demographic? What kind of look and feel does the student envision for this company? For podcasts, think about what your topic of focus is and what kinds of episodes you would construct. You will be graded on your ability to explain your concept and present it, as well as how well you've considered your audience and what appeals to that audience specifically.
- **Basic branding and business card:** Students will create a basic logo (can be type-based) for the record company. What color schemes and fonts will be used for collateral and why? Students will also design a business card (two-sided) for the company. You will be graded on how well you put your design together, your design proficiency, and whether the materials you put together are appropriate to your brand and your audience.
- **Promotional poster:** It's time to promote your record company with a poster. Imagine it will be plastered on the street, at music venues, at coffee shops, at record stores, or wherever it can get put up. How will the student quickly grab the attention of people and get them interested in your record company? You will be graded on how well you put your design together, your design proficiency, and whether the materials you put together are appropriate to your brand and your audience.
- **Social media graphics / promotion:** Now that you have a new company, you've got to get it out there on social media. You'll create avatars and banner graphics for Facebook and Twitter and create a promotional graphic and copy that you can use for different social media platforms. You will be graded on your design proficiency for these graphics, the quality of your social media campaign concept, and how well you leverage copy and graphics for each different social media platform (Facebook, Twitter, Instagram).
- **Final project – promotional package/giveaway:** Students will create a final promotional package to give away to inform people about their record company. Students must write all the copy for the liner notes and design it. Students will also design a CD case or other promotional packaging for a sampler of music that the record company will promote. (Note: the package doesn't have to be for a CD -- sometimes it can contain a USB drive or a digital music sampler.) You will be graded on how well you put your design

together, your design proficiency, and whether the materials you put together are appropriate to your brand and your audience, and how well you are able to explain all the design decisions you made and why you chose to create your particular package.

Please note that physically producing and printing projects will be mandatory for certain assignments. Each assignment sheet will outline the submission guidelines clearly. Your instructor will make printing of certain oversize items, such as posters, available, or you may go to your local print shop / FedEx Office to do any printing.

Grading
a. Breakdown of Grade

Assignment	% of Grade
Company Pitch	10%
Design Assignments (3 total)	35%
Final Project	45%
Class Participation	10%
TOTAL	**100%**

b. Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

c. Grading Standards
"A" projects have writing near professional quality; one or no mistakes; clearly proofread and edited material. All required elements included. Excellent organization and flow; original thinking. Showed creativity in concept and great design sense and needs little revision. High end of scale: publishable today as is. Physical product shows a high degree of craftsmanship: straight-cut edges, no smudges or unnecessary creases, high print quality and construction. Could be mass-produced as is.

"B" projects require more than minor editing and have a few style or spelling errors or one significant error of omission. One or more required elements missing or poorly displayed (i.e., boring headline; confusing design, misplaced elements, etc.). Shows potential. Some creativity shown. Publishable with medium editing. Physical product may have minor flaws, such as uneven cutting on the edges, one or two crooked elements, small printing imperfections/smudges/blotches, and uneven color.

"C" projects need considerable editing or rewriting and/or have many spelling, style or omission errors. Poorly edited and/or proofread.   Hackneyed elements such as trite headline or clichés. Passive rather than active verbs become the norm. Little or no creativity shown. Mediocre concept or no real design concept at all. Publishable with major editing. Physical product is of mediocre quality and may be printed on low-quality stock. Physical product has major flaws, such as discoloration, fading, poorly cut edges, obviously crooked elements, obvious printing imperfections and smudges and appears hastily constructed without any attention to craftsmanship.

"**D" projects** require excessive rewriting, have numerous errors and should not have been submitted. No coherent or discernible design concept, no thought given to what design elements were used, such as color or typeface. Unable to explain design choices. Physical product needs to be completely reprinted and reconstructed.

"F" projects are not rewritable, printed in an unacceptable fashion, or not turned in. Any late assignment not turned in within a two-week period is an automatic zero.

d. Grading Timeline
Assignments will be graded and returned within two weeks from the time they were turned in. All feedback will be sent to the student via e-mail, and all any printed assignments will be returned to you by the last week of class. You are encouraged to come pick up your final projects – once you have received a final grade for them – before break; if that is not possible, other arrangements can be made.

Assignment Submission Policy
A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be dropped one grade (10 points). Assignments that are two weeks late will be dropped two grades (20 points). No late assignments will be accepted after two weeks and are an automatic zero.
B. Assignments must be submitted via email or Dropbox. Your instructor will provide instructions on how to submit your files via Dropbox for projects that are too large to send via email. Digital versions are due before the class date specified. For most assignments, you will also create a physical version of your project, and that must be brought to class on the day it is due.

Laptop Policy
All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

Add/Drop Dates for Session 001 (15 weeks: 8/22/22 – 12/2/22)
Link: https://classes.usc.edu/term-20223/calendar/
Friday, September 9: Last day to register and add classes for Session 001
Friday, September 9: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001
Friday, September 9: Last day to change enrollment option to audit for Session 001
Friday, September 9: Last day to change a Pass/No Pass to a letter grade for Session 001
Friday, September 9: Last day to purchase or waive tuition refund insurance for fall
Tuesday, September 13: Last day to add or drop a Monday-only class without a mark of "W" and receive a refund or change to Pass/No Pass or Audit for Session 001
Friday, October 7: Last day to drop a course without a mark of "W" on the transcript for Session 001. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]
Friday, November 11: Last day to drop a class with a mark of "W" for Session 001

Course Schedule: A Weekly Breakdown
Important note to students: *Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.*

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 **Date: 8/25**	Introductions, explanation of syllabus and class requirements. Basic design concepts: What makes good design? Learning which tool is best for the job: Photoshop, Illustrator, or InDesign.	Design slides / handouts. Start thinking of your record company name and concept, or your podcast.	Make sure you have Adobe Creative Suite installed and have working versions of Photoshop, Illustrator, and InDesign. If you are not an Annenberg student, contact TechOps and at least have the 7-day trial installed. Please have this done by the end of Week 2 at the latest. Illustrator is the first program we'll use, so definitely make sure you have that working.
Week 2 **Date: 9/1**	Identity basics: How to think about creating simple logo/word mark. The importance of sketching		**Company pitch due.** Turn in a Word doc/Google doc via email before class. You will give a brief oral presentation about your record company or podcast and what it's all about.
Week 3 **Date: 9/8**	Illustrator basics: creating documents, learning the important tools, creating basic shapes. The pen tool and combining basic shapes to create more complex shapes. An explanation of vector vs. raster. If you can't draw a logo, what are your alternatives (such as Google tools or finding stock vectors)? If you prefer to draw on paper, how can you transfer your drawings for use in Illustrator?	Illustrator slides. Illustrator pen tutorial/handout. Not due in class, but do it for practice. Handout explaining how you will format your branding/business card project.	Start sketching some ideas for your logo and think about colors and typefaces.

Week 4 **Date: 9/15**	Photoshop basics: creating documents, setting up grids, working with fonts. Resolution and why it's important. More Photoshop basics: Importing images and using images and where to find stock images/proper image usage.	Photoshop cheat sheet handout. Become familiar with what the Photoshop tools do and some handy keyboard shortcuts.	
Week 5 **Date: 9/22**	Poster design: What works? What doesn't? What elements do you need to have to make an effective poster?		**Branding / business card due.** Turn in digital elements via Drobox before class. Bring physical versions to class. Oral presentations. You will show your branding work and business card in class. Be prepared to explain your color choices, font choices and why you decided to create the logo and business card you created.
Week 6 **Date: 9/29**	More Illustrator skills: Creating complex shapes and an explanation of the Pathfinder tool. Working with paths. Upping your drawing skills: How to use gradients, shading and other techniques for depth. 3D effects.		
Week 7 **Date: 10/6**	Continuing with complex shapes in Illustrator: How do you go about drawing things with reference material? What are the different approaches you can take to creating scenes, people, and things? Patterns in Illustrator: How to		

	make your own and use imported ones.		
Week 8 **Date: 10/13**	**NO CLASS – ENJOY YOUR FALL BREAK!!!**		
Week 9 **Date: 10/20**	More Photoshop skills: Selections and the art of cutting things out of photos. Masking and working with selections. Basic touch-up tools.		
Week 10 **Date: 10/27**	Social media graphics: Size guidelines, what you need for Twitter accounts and Facebook pages. What works for best practices? How can you use graphics/campaign ideas across different formats?	Handout explaining different sizes needed for online media, guidelines for social media graphic assignment.	**Poster due.** Turn in digital version on Dropbox before class. Oral presentation about your designs.
Week 11 **Date: 11/3**	More Photoshop: Effects, proper exporting, other useful features. The art of the mockup. How can you create realistic mockups for t-shirts, boxes, screens, and other materials.		Start thinking about what you're going to do for your final project. Email your instructor a brief description of what you plan to do and whether you have special mockup or printing needs.
Week 12 **Date: 11/10**	InDesign basics: Setting up a document and grids, and important tools. Importing large chunks of text. Importing Photoshop and Illustrator assets, and importing images.		
Week 13 **Date: 11/17**	InDesign continued: Working with multiple page documents. Basic book design. Pamphlet design (or		If you haven't told your instructor yet what you plan to do for your final project, do so by this week. Just a short email explaining your project will do.

	something that has to be folded a specific way, like an accordion). Text wraps and more complex layouts. Paragraph and character styles. Grids and tabs.		
Week 14 **Date: 11/24**	**NO CLASS – HAPPY THANKSGIVING!!!**		
Week 15 **Date: 12/1**	Open lab time. Come work on your final project and get your questions answered!		Don't forget to fill out your class evaluations!
FINAL EXAM PERIOD **Date: 12/8, Thursday, 4:30 – 6:30 p.m.**	Summative experience		

Policies and Procedures
Additional Policies
If you must miss a class, please give ample notice to your instructor via email. You will be responsible for catching up on any missed material and make any arrangements you need to catch up in class.

No late assignments will be accepted unless you have a medical emergency or other excused absence. Good communication is paramount!

Communication
Please make sure to check your USC email regularly. It will be the primary means of communication between you and your instructor. If you have any questions, please feel free to email your instructor or come speak to your instructor before or after class or make an appointment.

Internships
The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must by unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems
a. Academic Conduct

Plagiarism
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, https://policy.usc.edu/research-and-scholarship-misconduct/.

USC School of Journalism Policy on Academic Integrity
The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298
https://eeotix.usc.edu/
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services - (213) 740-0776
osas.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/note takers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
uscsa.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards
The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Annenberg Student Emergency Aid Fund
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards
Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor
Jenn de la Fuente is a web developer with a graphic design background. She has run her own business, Rosebud Designs, since 2009 and developed a variety of print and web collateral for a range of clients, from nonprofits to small businesses. Her specialty is creating custom WordPress websites, and she has teamed up with other design firms and design businesses to create solutions for clients such as Rancho La Puerta, Heal the Bay, 826 Los Angeles, and 826 National. Before starting her business, Jenn worked in sports journalism as a reporter, copy editor, page designer, and web producer for a variety of newspapers: the Orange County Register, The News Journal (Wilmington, Delaware), and The Sacramento Bee. She holds a Bachelor of Arts in Print Journalism from USC Annenberg, graduating in 2000, and has taught at Annenberg since 2014. She is an avid sports fan, longtime Trojan football season ticket holder, a huge L.A. Kings fan, as well as a hockey player and curler.