

PR 488: Multimedia PR Content: Visual Communication of Information 2 Units

Fall 2019 – Wednesdays – 10-11:40 a.m.

Section: 21370R

Location: ANN 413

Instructor: Jenn de la Fuente

Office: ASC G36 (East Wing, basement level)

Office Hours: By appointment only. You may schedule office hours at <https://calendly.com/jrosebud>

Contact Info: jdelafulue@usc.edu, cell (916) 538-2133

(Please do not call or text my cell phone on weekends or late at night.)

I. Course Description

It's increasingly important that public relations professionals not only be good at writing for an array of audiences, but also have an understanding of basic design principles and a 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. This course will also serve as an introduction in designing for the web, and highlight the major differences between designing print collateral and digital collateral and websites.

II. Overall Learning Objectives and Assessment

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. You will also learn basic web design concepts and prototyping using Adobe XD. 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 all 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, InDesign, and XD. 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.

There are no prerequisites for this course, but it is recommended you have some familiarity with the Adobe design programs. The Annenberg Digital Lounge offers workshops throughout the semester to learn basic Photoshop,

Illustrator, and InDesign concepts; it's highly recommended you partake in some of these workshops to bolster your skills and familiarity with these programs. You can visit <https://annenbergdl.org> to see their schedule and find tutorials.

You can find tutorials for the Adobe programs here. Feel free to practice all you want!

Photoshop: <https://helpx.adobe.com/photoshop/tutorials.html>

Illustrator: <https://helpx.adobe.com/illustrator/tutorials.html>

InDesign: <https://helpx.adobe.com/indesign/tutorials.html>

III. Course Notes

All course material for this class will be posted on our class website: <https://jrosebud.github.io/pr488>. 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 website.

There will be some in-class assignments throughout the semester. No makeups or credit will be given if you are not in class to complete these assignments.

Please note that this class does require printing and some paper/container construction for almost all the assignments. Some costs may be associated with getting projects printed, or costs associated with buying containers or materials to construct projects. The instructor can accommodate some printing requests and will have some cutting and crafting equipment available for students, but do be aware that you must pay the cost of printing and putting together your assignments for this class out of your own pocket.

IV. Description and Assessment of Assignments

All the assignments in this class will follow a semester-long theme: your own company. This can be a non-profit centered around a specific cause, or a company offering a service or tangible product(s). 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 company and decide what the purpose of this company will be. For example, is this a non-profit, a service-based company, or a company selling product(s)? What is the purpose of this company? Who does this company serve? What is the target audience and demographic? What kind of look and feel does the student envision for this company?
- **Basic branding:** Students will create a basic logo (can be type-based) for the company, along with a visual style guide for the company. What color schemes and fonts will be used for collateral and why?
- **Brochure and digital ads:** It's time to promote something your company is creating, an event, or a product your company is putting out. How can you promote this across different mediums via printed material and digital material? How would you take the info you created for a short folded brochure and convey the same idea for a digital ad or social media post?
- **Microsite:** Say your company is putting on a special event or wants to promote a new product or service. Create a mini-site (a.k.a. a landing page) that you can link to on social media or print collateral and send potential customers to for information.
- **Final project – Promotional package:** Students will create a final promotional package to give away to inform people about their company. Students must write and design all elements for the package, and it should include a booklet/brochure or other type of promotional information, or it can be a prototype for a website or a prototype for a digital experience (such as a mobile app, desktop app, or web app).

V. Grading

a. Breakdown of Grade

Assignment	% of Grade
Company Pitch	15%
Homework Assignments	35%
Final Project	40%
Class Participation / In-Class Assignments	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 your 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 winter break; if that is not possible, other arrangements can be made.

VI. Assignment Rubrics

All rubrics and requirements for assignments and projects will be posted to Dropbox along with the assignment description.

VII. 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. For the business card, poster, and final project, you will turn in BOTH a digital version of your project, and a physical copy of your project. Exact printing specifications will be provided for each project. 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; you must bring your printed version to class and turn it in during class. **BOTH THE PHYSICAL VERSION AND DIGITAL VERSION MUST BE TURNED IN BEFORE THE SPECIFIED DUE DATE TO BE CONSIDERED ON TIME.** If either portion is turned in late, the entire assignment is considered late.

VIII. Required Readings and Supplementary Materials

You can find tutorials for the Adobe programs here. Feel free to practice all you want!

Photoshop: <https://helpx.adobe.com/photoshop/tutorials.html>

Illustrator: <https://helpx.adobe.com/illustrator/tutorials.html>

InDesign: <https://helpx.adobe.com/indesign/tutorials.html>

Students are also encouraged to do supplemental training through the Annenberg Digital Lounge's workshops. A schedule can be found at <https://annenbergdl.org>.

IX. 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.

X. Add/Drop Dates for Session 001 (15 weeks: 8/26/19 – 12/6/19)

Friday, September 13: Last day to register and add classes for Session 001

Friday, September 13: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Tuesday, September 17: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

Friday, October 11: Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, October 11: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, November 15: Last day to drop a class with a mark of "W" for Session 001

XI. 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: 8/28	<p>Introductions, explanation of syllabus and class requirements.</p> <p>Basic design concepts: What makes good design? Also, the importance of audience and knowing what purpose your design serves and what problems you are solving through visual means.</p>	<p>Design slides / handouts.</p> <p>Start thinking of your company name and concept.</p>	<p>In-class assignment: In pairs/small groups, you'll be given a task where you have to solve a problem visually and create a sign. What elements will you put in this sign to make it easy to read, easy to follow directions, and easy for a wide audience to understand?</p> <p>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 30-day trial installed. Please have this done by the end of Week 2 at the latest.</p> <p>Homework assignment: Company pitch due before class on 9/4. Turn in a Word doc/Google doc before 9 a.m. on 9/4.</p>
Week 2 Date: 9/4	<p>Give a brief oral presentation about your company and what it's all about.</p> <p>The art of logos. What makes a good logo and what brainstorming process can you follow to create one?</p> <p>Vector vs. raster: Why does resolution matter?</p> <p>Illustrator refresher: The pen tool, tracing, and live painting.</p>	<p>Start sketching some ideas for your logo and think about colors and typefaces.</p> <p>Illustrator cheat sheet handout and Illustrator slides.</p> <p>Illustrator logo tutorial. https://helpx.adobe.com/illustrator/how-to/logo-design.html?playlist=/cc/v1/collection/product/illustrator/segment/designer/explevel/beginner/applaunch/orientation/collection.ccx.js</p> <p>Specs for Assignment 2 handout.</p>	<p>In-class assignment: Illustrator pen tool exercise.</p> <p>For the following week, bring at least two sketches for a logo idea to class.</p>

Week 3 Date: 9/11	<p>Illustrator continued.</p> <p>Where to find assets: fonts, stock images and footage and icons, drawing aids.</p> <p>Style / branding guides: What are they and why are they important?</p>	<p>Style guide sample handout.</p> <p>For next week: Browse some Photoshop tutorials: https://helpx.adobe.com/photoshop/tutorials.html</p>	<p>In-class assignment: Group critiques. You'll be put into small groups and show your logo sketches to your group and explain your concepts. Provide a short written critique (3-4 sentences) of the logo direction to each group member.</p>
Week 4 Date: 9/18	<p>Photoshop refresher: creating documents, importing assets into layers. Selection tools and adjustment layers.</p> <p>Basic licensing: What you can and cannot use. What is Creative Commons?</p>	<p>Photoshop cheat sheet handout. Become familiar with what the Photoshop tools do and some handy keyboard shortcuts.</p>	<p>Homework assignment: Logo and style guide due on 9/25. Turn in digital elements via Dropbox by 9 a.m. on 9/25. Bring mounted logo and basic style guide to class for presentation.</p>
Week 5 Date: 9/25	<p>Oral presentations. You will show your branding work in class. Be prepared to explain your color choices, font choices and why you decided to create the logo and style direction you created.</p> <p>Brochures and ads: What works and what doesn't? You have limited space to present information, so how do you make the most of it? What makes for powerful visuals and effective copy?</p>		<p>Homework assignment: Find a recent print ad campaign or online ad campaign you like. (It should be a print or online graphic campaign; do not choose a TV commercial.) Write a case study explaining the following:</p> <ul style="list-style-type: none"> • Summary of the campaign • Thoughts on the strategy and target audiences, and its messaging/storytelling • Analysis of the design elements and aesthetic; what did you like and not like about it, what was done well and what wasn't? • Suggested changes for the campaign, if you felt there were any major changes needed.
Week 6 Date: 10/2	<p>A basic discussion of printing. What are the standard sizes used for brochures?</p>	<p>Handout explaining printing and sizing guidelines for brochure and digital ad assignment.</p>	

	<p>InDesign refresher: How do you set up a brochure and grids?</p> <p>Digital ads and social media graphics: What are the standard sizes and requirements for those?</p>		
<p>Week 7 Date: 10/9</p>	<p>InDesign refresher continued: Tabs and more complex formatting.</p> <p>Answering any other questions about Photoshop, Illustrator, or InDesign that students may have.</p>		<p>Homework assignment: Brochure and digital ads due before class on 10/16. Turn in digital version on Dropbox by 9 a.m. on 10/16. Bring printed brochure to class. (No need to print the digital ads.)</p>
<p>Week 8 Date: 10/16</p>	<p>Oral presentation about your brochure and ads and why you designed them the way you did.</p> <p>(If time permits): An introduction to web design. Where does design fit in the entire process of creating a website? How do you plan a project and create wireframes?</p>		
<p>Week 9 Date: 10/23</p>	<p>The major differences between designing for print and digital elements. Why you can't just take a print ad or print material and slap it on a website and call it a day.</p> <p>How microsites are similar to print brochures in</p>	<p>Handout explaining Assignment 4, the microsite assignment.</p> <p>Make sure you have Adobe Spark Post and Adobe Spark Page installed on your mobile devices.</p>	

	purpose, but designing them is a whole different ballgame.		
Week 10 Date: 10/30	Basic terms for web design (like what you call certain elements). What makes a good landing page? What different site types and layouts are out there and what works best for what purpose?	Handout explaining how you will need to package your digital assets for final project and printing guidelines.	<p>Homework assignment: Microsite due 11/6. Please turn in your microsite by 9 a.m. via email on 11/6. No printouts needed for class, turn in a link to your microsite only. There will be no presentation for this assignment, but you will be asked to provide a short written explanation about why you chose to present the information the way you did.</p> <p>Brief description of your final project due before class on 11/6. You can send this in an email, it's not a formal assignment. Tell your instructor what you intend to create (print or online package), and if it's a print package, whether you have special printing needs.</p>
Week 11 Date: 11/6	<p>Adobe XD: What is it and what can you do with it?</p> <p>A deeper dive into the differences between designing for web and print: fonts, color, grids. Best practices for web design.</p> <p>Resources for web design and where to find assets, like fonts and icons, and inspiration!</p>		<p>Homework assignment: Use Adobe XD to design the front page of a website or first page of a digital interface (such as the landing page of an app). You will start this assignment in class and turn it in via Dropbox by 9 a.m. on 11/13.</p>
Week 12 Date: 11/13	Working with a professional printer/printing company for complex projects / packaging. Printing and packaging resources for other materials (like stickers, t-shirts,		

	and other promotional items). Review of print and web concepts. Looking beyond class: What does it take to be a designer if this is the path you choose? If you don't want to be a designer, how you can work with one in your future endeavors?		
Week 13 Date: 11/20	Workshop time! All questions regarding your final projects and troubleshooting.		Digital version of final project due by 9 a.m. on 12/4. Project must be properly packaged (fonts, assets, etc.) as a zip file and uploaded to Dropbox. Final constructed project must be brought to class on the exam day for presentation. If you chose to design a website or app, make sure you upload all your Adobe XD files and assets to Dropbox so it can be displayed on the big screen during your presentation.
Week 14 Date: 11/27	THANKSGIVING RECESS – ENJOY YOUR BREAK!!!		
Week 15 Date: 12/4	Course evaluations. Presentation of your final projects.		
Final Exam Period 12/16, 8-10 a.m.	Summative experience		

XII. 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. Documentation for any excused absence must be provided.

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. You can schedule an appointment at <https://calendly.com/jrosebud>.

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 be unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems

a. Academic Conduct

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 Section 11, *Behavior Violating University Standards* (<https://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 (<http://policy.usc.edu/scientific-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

Student Health Counseling Services - (213) 740-7711 – 24/7 on call

engemannshc.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 Services (RSVP) - (213) 740-4900 – 24/7 on call

engemannshc.usc.edu/rsvp

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086

equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of 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.

Bias Assessment Response and Support - (213) 740-2421

studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/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

studentaffairs.usc.edu/ssa

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://annenbergsuccessfund.usc.edu/current-students/resources/additional-funding-resources>

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.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally "breaking bread" over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

XIII. 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.