# COMM 430 / DIGITAL DESIGN / 2D DESIGN for PRINT and the WEB / SPRING 2022

Wednesdays, 7:00pm – 9:30pm
SoC 015
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Office Hours By Appointment

## COURSE DESCRIPTION

This course will focus on digital design with specific emphasis on the creation, refinement, and publishing (print and digital) of a single visual story. Along the way, we'll address the following topic areas: theories of visual and image-based storytelling, creating visual stories from images, photo enhancement and manipulation, graphic design (layout of text and image) for on-demand print publishing, and contemporary web design options for visual storytelling and promotion.

## REQUIRED TEXTS

Required and suggested readings will be provided by the instructor via the course website.

## REQUIRED TECHNOLOGY

- Students will need their own external hard drive / thumb drive for transporting files to and from class.
- Loyola University provides access to equipment (cameras, etc.) and computer labs. Students are encouraged to use their own equipment and in particular to have a computer with access to the Adobe Creative Cloud Suite.

## REQUIRED MATERIALS

Students will be required to purchase the following "materials" during the course:

- Publication(s) they've created, purchased from on-demand publisher.
- Promotional piece(s) they've created, purchased from on-demand printer.
- Web Hosting & Domain *(Note: You may already have this, in which case you need not re-purchase.)*

## KNOWLEDGE GOALS

This course will introduce students to the following digital design concepts and skills using a project-based approach.

### SKILLS + TECHNOLOGY

- Still Camera use (emphasis on dSLR)
- Photo Manipulation using Photoshop/Lightroom
- Layout using InDesign
- Keyframing using Premier and/or After Effects
- Web CMSs (Wordpress, etc.)
- Self-Publishing (Blurb + MagCloud, etc.)

- Online / On-Demand Print Services

**CONCEPTS**

- Single Images vs. Extended Visual Statements
- Theories of Visual Storytelling
- Editing Photographs for Specific Narrative Goals
- Interaction of Text and Image
- Principles of Typography, Color, Layout for both Print and Web

## POLICIES

**Late Work / Lost Work**

Bosses, editors, and clients will not tolerate late or lost work: neither will I. Extensions will not be granted. Incompletes will not be assigned. Make-up work will not be assigned unless pre-arranged, or due to an authorized documented absence. If you fear you will miss a deadline, please discuss it with me ASAP. ***Backup your files***. If an assignment is lost or you discover a discrepancy later in the semester, email documentation will be required. It is your responsibility to make sure I get your work - it is not my responsibility to tell you your file was corrupted, or your email bounced, or to remind you to hand in work.

**Attendance / Lateness**

Missed work cannot be made up or excused except in the case of severe illness, death in the family, or religious holiday. These absences must be documented if you'd like to make up missed work. Documentation for a university-authorized absence must be cleared with the professor in advance.

Come to class on time. Coming in late disrupts the class, and you'll likely miss important information. It is your responsibility to ask classmates for announcements you may have missed by arriving late.

**Illness**

If you are ill, please do not come to class. Notify me and contact the Wellness Center for advice and get documentation.

**Participation**

In this class, you'll hear lectures, participate in discussion, and provide feedback to classmates. Your positive and substantive contribution to each of these class elements is expected for a passing grade - doing the bare minimum will earn you a bare minimum grade. ***Your physical presence in the room is less than bare minimum participation; participation includes attendance, attention, and attitude as well as substantive contributions.***

Leaving early, texting, checking Facebook, chatting, sleeping, eating meals, and doing other non-class related work are distractions to you, me, and your classmates. If you need to leave class early, please tell me before class starts.

**Classroom Citizenship**

Students are expected to respect each other. When you enter a classroom, you are a member of a community of learning. Your success depends on your neighbors' success. Treat each other with tolerance and understanding. The people you'll interact with in class are your peers and future colleagues. ***Strive to do better on your own, but also strive to help your classmates to elevate the level of conversation and constructive criticism in the classroom.*** You are responsible for your own work, but you are also responsible to your teacher and your peers. Your positive substantive participation is a valuable aspect of the class.

**Computers in the Classroom**

Most class meetings will include a section of lab time where we use the classroom computers to learn software. If you would like to bring your own device (laptop, smartphone, etc.) to take notes, that is acceptable. However, you may need to use specific software (Adobe Suite) that must be on installed on your device in advance.

***We'll be relying heavily on web resources to help expand our knowledge of contemporary digital design culture*** as well as to help us answer questions / troubleshoot software and other tools. This is particularly true with regards to design software: there are many forums, FAQs, tutorials, and other resources online that will help expand your knowledge of these tools. ***LEARN TO CONSULT THESE RESOURCES BEFORE YOU ASK FOR HELP.***

A reminder: be respectful with your use of technology. Please do not use valuable class time to send text messages, use headphones to listen to music, watch wacky videos, look at Facebook, check email, chat, etc. Doing so will lower your participation grade severely.

**Students with Disabilities**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of the course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

**Academic Dishonesty**
Academic dishonesty of any kind will not be tolerated. **Plagiarism in your work will result in a minimum of a failing grade for that assignment.** The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g., failing to properly credit a source or using someone else's ideas without clarifying that they are not yours). This is an academic community; being uninformed or naïve is not an acceptable excuse. It is dishonest to:

- turn in the same work for two classes;
- turn in a paper you have not written yourself; or
- copy from another student or use a "cheat sheet" during an exam.

**Grading**

The grade given to average work on all assignments is a C. So, ***if you just complete the bare minimum for each assignment, expect to earn a C for your work.*** Grades of B or A indicate impressive achievement above the average. Grades of A in particular indicate especially exceptional work. Grades below C indicate inadequacies or errors in any or all of the grading criteria. The university grading scale will be used. Percentage grades are not rounded up. An 87.45% is a B+, not an A-.

Students will receive comments and grades for each assignment unless otherwise noted in the syllabus. It is your responsibility to keep track of the grades you earn. I will not send you updates on cumulative grades. I will not send you warnings when you drop below some point value. I will not send you prompts to participate more or to work harder. ***The total points for the class and for the assignment are listed in the syllabus so at any point in the semester, you should be able to calculate an approximation of your grade easily.*** Students may meet with me during office hours throughout the semester to discuss their grades and comments.

If you would like to discuss a grade on an assignment you must make an appointment to visit me during office hours. Bring the assignment, my comments, and a written explanation of how your work met the requirements of the assignment, and showed impressive achievement above the average. ***You have two weeks from the day I return the assignment to dispute my assessment of that work.*** After two weeks, I will assume you are satisfied with my assessment, and I will not reconsider the assessment for any reason.

The grading scale is as follows:

A = 94% - 100% A- = 90% - 93% B+ = 87% - 89% B = 84% - 86% B- = 80% - 83% C+ = 77% - 79%

C = 74% - 76%
C- = 70% - 73%
D+ = 67% - 69%
D = 65% - 66%
F = 64% and below

# ASSIGNMENTS

**Initial Explorations of Skills & Concepts (5% each, 15% total)**

- InDesign File (Due **FEBRUARY 2**)
- Image Folder (Due **FEBRUARY 16**)
- Moving Image (Due **MARCH 2**)

**Final Project Proposal (5%)**

- Brief description of your intended final project (Due **MARCH 2**)

**Works-In-Progress (5% each, 10% total)**

- Print Proofs: Publication + Postcard/Ad/Poster (Due **MARCH 23**)
- Website/Project (Due **APRIL 20**)

**Finished Projects (10% each for Print, 20% for Digital, 40% total)**

- Printed Publication (Due **APRIL 27** )
- Postcard/Ad/Poster (Due **APRIL 27** )
- Website/Project (Due **APRIL 27** )

## SCHEDULE

**Week One - January 19 - COURSE INTRO + VISUAL STORYTELLING & PHOTOGRAPHY**

- Digital Design: Course Introduction and Objectives
- Media is the Message? Intent & Audience for Storytelling
- Image, Series, Sequence
- Exercise: Inspiration Examples Photography and Print

**Week Two - January 26- GRAPHIC DESIGN**

- Visual Storytelling in Print: Text, Image, Color
- Basic Design Principles
- Hands-On: First Look at InDesign
- What 2D Media would you create?

**Week 3 – February 2 - VISUAL STORYTELLING & PHOTOGRAPHY**

- Hands-On: Cameras and How to Use Them
- First Look at Photoshop/Lightroom
- Image Editing for Visual Story

- Composition

**Week Four - February 9 - GRAPHIC DESIGN**

- Overview of Self Publishing: DIY Books and More
- Layout for Print in InDesign
- Text & Images in InDesign

**Week Five - February 16 - KEYFRAMING**

- Adding Motion for Ads, Social Media, and more
- Hands-On: basic Keyframing in Premier and After Effects

**Week Six - February 23 – INTERACTIVE DESIGN**

- Design Principles
- Social Media Platforms
- Interactive Sites and Tools/Apps

**Week Seven - March 2 - BACK TO ... VISUAL STORYTELLING & IMAGES**

- Photography Specific Workshop Class
- Re-emphasizing image, series, sequence thinking
- Check-In: Where are you with your visual story?
- Hands-On: Photo Editing and Enhancement Techniques

**Week Eight - March 9 - SPRING BREAK (NO CLASS MEETING)**

**Week Nine - March 16 - BACK TO ... GRAPHIC DESIGN**

- Graphic Design Specific Workshop Class
- More Examples, Inspiration, Discussion
- Check-In: Where are you with your document design?
- Hands-On: InDesign for Postcard Layout

**Week Ten - March 23 - REVIEW & CRITIQUE OF WORK-IN-PROGRESS: PRINTED MATERIALS Week Eleven - March 29 – WORKSHOP**

**Week Twelve - April 6 – TBD / FLEX DAY**


**Week Thirteen - April 13 – FINAL PROJECT CHECK-IN**

- Workshop Class
- More Examples, Inspiration, Discussion
- Check-In: Where are you with your project?
- Hands-On: Are you telling your "story" effectively?


**Week Fourteen - April 20 - REVIEW & CRITIQUE OF WORK-IN-PROGRESS: WEBSITE/PROJECT**


**Week Fifteen - April 27 – PRESENTATIONS OF COMPLETED PUBLICATION, POSTCARD/POSTER, AND WEBSITE/PROJECT**


**Final Exam Week – May 4 – CONTINUED PRESENTATIONS AS NEEDED**