COMM 430: 2D Design for Print and Web

Wednesday 7:00PM - 9:30PM | School of Comm Room 013 | Spring 2024

Instructor: Lizzy C. Rogers
Email: erogers7@luc.edu
Office Hours: By Appointment - Monday, Tuesday, and Friday

Course Description:

      This course will focus on digital design with emphasis on creation, refinement, and publishing of content in multiple formats. Through the lens of visual storytelling, we will explore photography and photo-editing, typography and graphic design, and animation and motion graphics using a combination of research, discussion, and hands-on workshops. We will also discuss methods of print and web design in a practical context, both as artistic expression and commercial production.

Course Objectives:

- Develop an understanding of visual design principles
- Learn basic technical skills for digital photographic equipment
- Achieve proficiency in production of various digital media
- Gain experience using the Adobe Creative Suite (Photoshop, AfterEffects, Illustrator, InDesign, etc.)
- Explore the theoretical and practical place of digital and print visual design

Course Materials:

- (Required) Portable digital storage, either a flash drive or hard drive, compatible with Mac

Late Work & Attendance Policy:

- Late work will be accepted for half credit up to one week after the original due date
- If you know you will have a conflict with a due date, or if unforeseen serious circumstances arise, you must let me know at least 24 hours in advance of the original due date to schedule a new due date
- Any work submitted after an adjusted due date will not be accepted
- Attendance is critical to success in the class—more than one absence will result in a 5 point deduction from your participation grade
- Any absence must be communicated to me in a timely manner and you are responsible for any missed work as well as completing the assigned homework

Course Assignments:

Number	Assignment Name	Point Value	Assigned	Due	Cumulative
0.1	Student Survey	2	1/17	1/24	2
0.2	Participation	8	N/A	N/A	10
Assignments					
1.1	Postcard Photo Shoot	5	1/17	1/24	15
1.2	Postcard Photo Edit	5	1/24	1/31	20
1.3	Postcard Layout	10	1/31	2/7	30
2.1	Mini-Zine WiP	5	2/7	2/14	35
2.2	Mini-Zine Final	10	2/14	2/21	45
3.1	Keyframe Animation WiP	5	2/21	2/28	50
3.2	Keyframe Animation Final	10	2/28	3/20	60
4.1	Influence Collection	5	3/20	3/27	65
Final Project					
5.1	Project Proposal	5	3/27	4/3	70
5.2	Project WiP	5	4/3	4/17	75
5.3	Final Project	25	4/17	5/1	100

Course Outline:

Note: This outline is subject to change based on student feedback.

Week One: Introduction to the Course and Visual Design

- Syllabus Overview
- Topic: Image, Series, Sequence
- Introduction to Digital Photography: How to use a DSLR

Assigned: Student Survey, #1.1Postcard Photoshoot
Due: N/A

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Week Two: Editing and Manipulating Photographs

- Topic: Principles of Still Photography
- Photoshop Editing Workshop
- Class Photography Feedback

Assigned: #1.2 Postcard Photo Edit
Due: #1.1 Postcard Photoshoot

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Week Three: Adding Text and Typography

- Topic: Principles of Typography
- Illustrator Typography Workshop
- Class Photography Critique

Assigned: #1.3 Postcard Layout
Due: #1.2 Postcard Photo Edit

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Week Four: Layout for Print

- Topic: Creating Print Media
- InDesign Layout Workshop
- Class Postcard Critique

Assigned: #2.1 Mini-Zine Rough
Due: #1.3 Postcard

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Week Five: Combining Software
- Adobe Creative Suite Discussion/Workshop
- Miscellaneous Graphic Design/Photo Topic Wrap-Up
- Class Layout Feedback

Assigned: #2.2 Mini-Zine Final
Due: #2.1 Mini-Zine Rough

Week Six: Movement and Animation in Design
- Topic: Introductory Animation
- AfterEffects Keyframe Workshop
- Class Zine Critique

Assigned: #3.1 Keyframe Animation WiP
Due: #2.2 Mini-Zine Final

Week Seven: Continuing with Motion Graphics
- Topic: Motion Graphics in Modern Media
- Continuing with AfterEffects Workshop
- Class Animation WiP Feedback

Assigned: #3.2 Keyframe Animation Final
Due: #3.1 Keyframe Animation WiP

Week Eight: Spring Break
- Get some rest!

Week Nine: Modern Mixed Media
- Topic: Visual Design as Artistic Practice and Commercial Technique
- Review Workshop — Class Choice
- Class Animation Critique

Assigned: #4.1 Influence Collection
Due: #3.2 Keyframe Animation Final

Week Ten: Project Pitch

- Topic: How to Create a Pitch
- Proposal Writing Workshop
- Class Inspiration and Influence Discussion

Assigned: #5.1 Final Project Proposal
Due: #4.1 Influence Collection

Week Eleven: Beginning of the End

- Individual Project Proposal Discussion
- GIF-Making in Photoshop Workshop

Assigned: #5.2 Final Project WiP
Due: #5.1 Final Project Proposal

Week Twelve: Continuing the Final + Other Useful Little Skills

- Optional Lecture
- Final project help and review as needed

Assigned: N/A
Due: N/A

Week Thirteen: Giving and Receiving Peer Feedback

- Optional Lecture
- Final project help and review as needed

Assigned: #5.3 Final Project
Due: #5.2 Final Project WiP

Week Fourteen: Continuing the Final + Other Useful Little Skills

- Optional Lecture
- Final project help and review as needed

Assigned: N/A
Due: N/A

Week Fifteen: Wrapping Up

- End of Course Discussion
- Presentation of Final Projects

Assigned: N/A
Due: #5.3 Final Project

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. These examples of academic dishonesty apply to both individual and group assignments.
Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.
- Submitting the same work for credit in two or more classes, even if the classes are taken in different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml .

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:
http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

Student Accommodations

Loyola University Chicago provides reasonable accommodations for students with disabilities. Any student requesting accommodations related to a disability or other condition is required to register with the Student Accessibility Center (SAC). Professors will receive an accommodation notification from SAC, preferably within the first two weeks of class. Students are encouraged to meet with their professor individually in order to discuss their accommodations. All information will remain confidential. Please note that in this class, software may be used to audio record class lectures in order to provide equitable access to students with disabilities. Students approved for this accommodation use recordings for their personal study only and recordings may not be shared with other people or used in any way against the faculty member, other lecturers, or students whose classroom comments are recorded as part of the class activity. Recordings are deleted at the end of the semester. For more information about registering with SAC or questions about accommodations, please contact SAC at 773-508-3700 or SAC@luc.edu.

Title IX Notice of Reporting Obligations for Responsible Campus Partners

As an instructor, I am considered a Responsible Campus Partner ("RCP") under Loyola's **Comprehensive Policy and Procedures for Addressing Discrimination, Sexual Misconduct, and Retaliation** (located at **www.luc.edu/equity**). While my goal is for you to be able to share information related to your life experiences through discussion and written work, I want to be transparent that as a RCP I am required to report certain disclosures of sexual misconduct (such as sexual assault, sexual harassment, intimate partner and/or domestic violence, and/or stalking) to the University's **Title IX** Coordinator.

As an instructor, I also have a mandatory obligation under Illinois law to report disclosures of or suspected instances of child abuse or neglect (**https://www.luc.edu/hr/legal-notices/ mandatedreportingofchildabuseandneglect/**).

The purpose of these reporting requirements is for the University to inform students who have experienced sexual/gender-based violence of available resources and support. Such a report **will not generate a report to law enforcement** (no student will ever be forced to file a report with the police). Furthermore, the University's resources and supports are available to all students even if a student chooses that they do not want any other action taken. Please note that in certain situations, based on the nature of the disclosure, the University may need to take additional action to ensure the safety of the University community. If you have any questions about this policy, you may contact the **Office for Equity & Compliance** at **equity@luc.edu** or 773-508-7766.

If you wish to speak with a confidential resource regarding gender-based violence, I encourage you to call **The Line** at 773-494-3810. The Line is staffed by confidential advocates from 8:30am-5pm M-F and 24 hours on the weekend when school is in session. Advocates can provide support, talk through your options (medical, legal, LUC reporting, safety planning, etc.), and connect you with additional resources as needed. More information can be found at **luc.edu/coalition** or **luc.edu/wellness**.

Use of Appropriate Names and Pronouns

Addressing one another at all times by using appropriate names and gender pronouns honors and affirms individuals of all gender identities and gender expressions. Misgendering and heteronormative language excludes the experiences of individuals whose identities may not fit the gender binary, and/or who may not identify with the sex they were assigned at birth.

If you wish, please share your gender pronouns with me and the class when you introduce yourself; and/or on your name placard; and/or on your Zoom profile. If you do not wish to be called by the name that appears on the class roster or attendance sheet, please let me know. My goal is to create an affirming environment for all students with regard to their names and gender pronouns.

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students

registered for the course, and only during the period in which the course is offered. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording.

Student Diversity, Equity and Inclusion

Recognizing and appreciating the diverse collection of identities, experiences, perspectives, and abilities of the students, faculty, staff, and community partners with whom we collaborate, the School of Communication commits itself to enriching academic experiences through the advancement of diversity, equity, inclusion, anti-racist, and anti-oppressive practices.

Managing Life Crises and Finding Support

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. To learn more about the Office of the Dean of Students, please find their websites here: LUC.edu/dos or LUC.edu/csaa; phone number 773-508-8840, email deanofstudents@luc.edu

Loyola COVID-19 Policies

Loyola University Chicago's Health, Safety, and Well-Being Update website helps keep our community informed on health and safety protocols that allow us to remain on campus as we continue to navigate the challenges of COVID-19 in our community. This site contains information on required practices for anyone on our campuses as well as resources for students, faculty, and staff.

https://www.luc.edu/healthsafetyandwellbeing/