This course expands what was learned in JMC3610 (Intro to Graphic Design). First, design software will be explored at a more advanced level. Next, we will explore type systems and poster series design. Finally, the course will focus on editorial design as we consider typesetting, multi-page grid-based editorial layouts, information design, and data visualization to create magazines and booklets for both print and digital output. This course focuses on creating a portfolio of graphic design work.

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: (website link). We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you achieve proficiency in understanding and applying the principles and laws of freedom of speech and press in real space and cyberspace. The following outcomes are this course's learning objectives:
SMJC LEARNING OBJECTIVES (CONTINUED)

**Law and Ethics Learning Goal**
Students will demonstrate knowledge of the main areas of media law, including libel, invasion of privacy, obscenity, commercial speech, intellectual property, and the freedom of the press.
*Students will learn about image licensing during this course.*

**Media Literacy Learning Goal**
Students will learn how to create and disseminate media messages in various forms.
*Students will learn visual communication and layout to fulfill this goal.*

**Writing and Storytelling Learning Goal**
Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.
*Students will engage in a research portion during design planning and then convert them into visual narratives.*

**Multiculturalism Learning Goal**
Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.
*Students will understand visual contexts in other cultures, particularly cultural contexts of color theory.*

**Media History Learning Goal**
Students will demonstrate knowledge of technological innovations in print and electronic communication and their impact on media publishing industries for mass audiences, showing an awareness of their distinct political, social, and economic contexts and uses.
*Students will learn the history of visual communication during this course.*

REQUIRED TEXTS
There are two required texts. Also, you should retain your Beezix software reference cards from the previous class.


Recommended Optional Texts:


REQUIRED MATERIALS

- Typographic Ruler (such as Wescott GA-96)
- Pencils (mechanical or regular, HB)/pens
- Sketch paper/sketchbook/gridded paper (download dot grid pattern paper)
- Tracing paper
- Ruler/small t-square/straight-edge
- X-acto/Matte knife
- Presentation boards
- Glue sticks or spray-mount adhesives
- Also, please note you will have printing expenses in this class.

ABOUT THIS COURSE

CUMULATIVE KNOWLEDGE: This is a workshop class where each piece of information will be presented and then applied. However, all information is cumulative and you will need to retain the information in one section to successfully do well on subsequent sessions.

TO GET AN A IN THIS CLASS, YOU NEED TO FAIL: Design is about iteration. Iterations are failures, but they are fail forwards. Further iterations are built on the backs of those failures. If you only have one idea, it is likely not the best solution, and you will have real failure (a poor project). But, if you explore multiple potential solutions, it is likely you will find a successful solution.

LEARNING IS ULTIMATELY ON YOU: If you do not understand something, or miss a class, the onus is on you to find out further about the subject or ask for clarification or repetition. Remember, above rule. You need the information from each class to be successful.

TIME ON TASK: Learning a craft requires time and deliberate practice. According to the student handbook, students in a three-credit course should expect to spend 6 hours outside of class time on the course.

EMBRACE GOOGLE: This class is about visual principles, not techniques and effects—although a handful of techniques are explored. Techniques and effects are practical applications of principles and important to successful design. However, given the context of this class (20 students and 1hr 15mins a class), I can’t walk individuals through specific techniques and effects during class periods. Luckily for you, if you see one in use you’d like to try during your research phase, there’s probably a tutorial on the internet to help walk you through accomplishing it. If you don’t know what a technique of effect is called, show it to me and I can help you with search terms. If you try a couple and you still can’t accomplish it, come to my office hours.

COURSE POLICIES

DON’T PLAGIARIZE: Design is often inspired by other people’s works. However, outright copying a design is considered cheating and will be dealt with as such.

IMAGE USE: While you may use found photography, ephemera, printed matter, etc, you must manipulate, re-translate, or in some way alter the meaning of the images enough to make them “your own.” While we are working under fair use, you should get in the habit of using properly licensed images.
**PROFESSIONALISM:** When you present your work, you are to consider yourself presenting to a boss or client. You should mount the work neatly and straight on a mounting board. Studio projects and a couple exercises will be mounted during the semester. You will lose 5 points on the project for not presenting professionally (and you may not gain them back with the mulligan rule).

**DO NOT USE PHONES DURING CLASS.** Leave them in your pocket.

**LATE ASSIGNMENTS:** Ours is a world of deadlines. All assignments should be completed by the due date. Late projects will lose 5 points from the final grade for this first day, and 5 points each additional day (24 hours) late. The class start time is considered the start of a new day. If you are 10 minutes late for a class on the due date, it is considered late for the first day.

**THE MULLIGAN RULE:** Mulligans are not for skipping an assignment and doing it later. They are for working towards understanding of concepts which you may not fully grasp in your first try. As such, you are allowed to resubmit exercises and the final product portion of studios with a few caveats as listed below. You may not resubmit design artifacts as they should be done to help you produce a "best effort" first design.

**Rules:**

1. You must hand in your project by the time it is due.

2. It must be what the professor considers a “best effort.” If you get lower than a 70% of available points, it is likely because you did not follow instructions or compare your work to the rubric before handing in. You will not get a chance for a mulligan in that case.

3. You have one week from the entry of grades to resubmit.

4. You must resubmit with any written feedback by the professor from the first submission. This is in cases like the studio projects where a rubric is printed out and graded or exercises handed in that the professor makes comments on.

5. There is no guarantee you will gain all the points you lost or any points at all if you do not show adequate understanding of or ability to produce the concepts.

**ATTENDANCE:** You are allowed 3 missed classes without penalty. Consider the three misses built into the class as "paid time off" just like you will encounter in a real job. Plan accordingly. It is not such that you get three misses and then some excused. You can miss three for ANY reason including:

- You are sick
- Your grandparent died
- You don't feel like coming to class
- You have a job interview
- Basically, any excuse you are not coming to class that you are choosing not to come to class to spend your time otherwise
COURSE POLICIES (CONTINUED): At the same time it is understood that there are times when it is unavoidable such as you have a medical condition, hospitalized, suffer a trauma, religious observances, or have University-excused athletic events. However, I don’t know unless you tell me. It is better to tell me as soon as possible or beforehand.

After you miss 3 total classes, EACH ADDITIONAL CLASS MISSED WILL RESULT IN ONE-THIRD LETTER GRADE REDUCTION FROM YOUR FINAL GRADE. (A becomes A-, A- becomes B+, B becomes B-, and so on.)

MISSING 7 CLASSES IS AN AUTOMATIC FAILURE.

NO EXTRA CREDIT: You are given every opportunity during the semester to attempt and show understanding of the concepts courtesy of the mulligan rule. Accept your feedback and re-attempt based on that during the semester. Do not ask for extra credit towards the end of the semester because you did not take those opportunities.

PUNCTUALITY: The start time of the class is when the instructor expects to begin the material or exercises for the class. You should be present and ready by this time. Arriving late is disruptive to the class and instructor.

GRADING
There is a total of 100 points available in this course.

Points to Letter Grade Conversion

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COURSEWORK

SOFTWARE SELFIES (10PTS)
You will learn advanced methods of working with Adobe Photoshop and Adobe Illustrator to create three different self-portraits:

1. Re/De Construction (3.33)
2. Penned Portrait (3.33)
3. Polygonal Portrait (3.33)

POSTER DESIGN (30PTS)
Building on what you learned about layout, hierarchy, and visually compelling techniques in JMC3610, you will learn and explore multiple type systems, posters, and visually compelling techniques. You will explore three type layout systems and styles.

1. Type History with Bilateral, Axial, or Modular Type System (10)
2. Abstract with Radial or Dilatational Type System (10)
3. Post Modernism with Transitional or Random Type System (10)

EDITORIAL DESIGN (40PTS)
You will explore typographic grids, typesetting, and various multi-page editorial formats from print to digital.

1. Magazine Masthead & Cover (10)
2. Grid-based Magazine Feature Spread (10)
3. Newspaper Lead Spread with Type-as-Shape (10)
4. Responsive Online Magazine Homepage - 3 Sizes (10)

INFORMATION GRAPHICS (20PTS)
You will learn about creating data visualizations and information graphics.

1. Calendar of Events Poster Featuring Alternative Grid or Modules (10)
2. Infoselfie: Storytelling with Data (10)
COURSE OBJECTIVES

The following topics will be presented for you to understand and explore:

**DESIGN TOPICS**

- Non-grid-based Type Layout Systems
- Poster Design
- Typographic Grids
- Typesetting
- Multi-page Document Design
- Editorial Design
- Responsive Web Design
- Information Design
- Data Visualization

**SOFTWARE SKILLS**

- Adobe Illustrator
  - Build on all skills learned in JMC3610
  - Pen Tool
  - Type on a Path
  - Warp Tools & Envelope Distort
  - Gradient Mesh
  - 3D Filter
- Adobe Photoshop
  - Build on all skills learned in JMC3610
  - Advanced Compositing & Photo-Illustration
  - Brushes
  - 3D Filter
- Adobe InDesign
  - Build on all skills learned in JMC3610
  - Advanced Typography Settings
  - Building Grids
- Adobe XD
  - Basics
THE COLLEGE OF LIBERAL ARTS AND SCIENCES:
IMPORTANT POLICIES AND PROCEDURES

Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Accommodations for Disabilities
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.
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