PR 3341 (Section 1): Public Relations Graphics and Production
Summer I 2018

Instructor: Dr. Eric Rasmussen, Assistant Professor, Public Relations
Media & Communication, Room 158C
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Office hours: T/Th 1:00 p.m. – 2:00 p.m.

Class meets: MTWRF 2:00 p.m. – 3:50 p.m. (MC 375)

Catalog Description:
Design, composition, layout, typography and production applied to public relations; use of
computer as a layout and design tool for visual communications.

Course Overview:
This course will provide a basic overview of various forms of visual communication with an
emphasis on designing for print. We will explore design principles, perception, critical
evaluation, ethics and creativity as they relate to visual media.

EXPECTED LEARNING OUTCOMES

Students will demonstrate knowledge of and be able to
identify effective graphic communication techniques in
public relations and advertising settings, including an
understanding of visual communication, the principles of
design, composition, and typography.

Students will demonstrate an understanding of how to use
graphic design software (Adobe InDesign and Photoshop)
in their creation of graphic communication materials.

METHODS OF ASSESSMENT

• Students will bring in “real world” examples of both
effective and ineffective graphic communication in
non-graded classroom activities. Students will be
encouraged to present these “real world” examples to
the instructor and their classmates.

• Students will be given the opportunity to have the
instructor critique their final project communication
materials in non-graded activities before they submit
their final materials for a grade.

• Students will be required to earn passing grades on
exams.

• Students will be required to earn passing grades on
final projects where they will develop collateral
materials for a client of their own choosing.

• Students will be required to complete non-graded
practice assignments after the completion of each
instructor-led software tutorial.

• Students will be required to earn passing grades on
final projects where they will develop collateral
materials for a client of their own choosing.
Students will be able combine their knowledge of graphic communication concepts/techniques and their familiarity with graphic communication software and technology in the creation of communication materials.

- Students will be required to complete non-graded practice assignments after the completion of each instructor-led software tutorial.
- Students will be required to earn passing grades on final projects where they will develop collateral materials for a client of their own choosing.

Students will be able to critically analyze examples of graphic communication and evaluate their effectiveness.

- Students will bring in “real world” examples of both effective and ineffective graphic communication in non-graded classroom activities. Students will be encouraged to present these “real world” examples to the instructor and their classmates.
- Students will be able to make informed decisions about their own projects based upon the knowledge they gain in this class.

Students will recognize how graphic communication techniques/materials fit into public relations and advertising settings and campaigns.

- Students will produce (graded) materials that can be used in “real world” settings—e.g., newsletters, brochures, etc.

Students will refine their abilities to make aesthetic judgments

- Students will be evaluated on their ability to recognize and recreate aesthetically pleasing communications layouts

**Course Materials:**


*Required:* 1 USB (Flash) drive with at least 1GB of storage used exclusively for this class.

**Format:**

This is a hands-on, application-oriented and professional course. **Attendance is mandatory.** Any unexcused absences may result in a lowering of assignments and/or the final grade, at the instructor's discretion. Please notify me at eric.rasmussen@ttu.edu if you will be late or absent for any reason. Students will be expected to come to class prepared to work and will be expected to work diligently throughout the course’s duration. Students should be prepared to present their work at any time. You will need to work on assignments outside of class on appropriate software. MC 375 is an open lab with the correct software and is available for students’ use when a class is not in the room. The library also has computers with the correct software.
Grading Scale:

The following grading scale is used for determination of final letter grades in the course and as a general rubric for how student assignments are evaluated. I do not round up.

A = 90 - 100  Excellent. Mastery of the assignment/concepts at the highest level of attainment.
B = 80 - 89.9  Good. Strong performance demonstrating a high level of attainment.
C = 70 - 79.9  Average. An acceptable performance demonstrating an adequate level of attainment.
D = 60 - 69.9  Inferior. A marginal performance; a minimal passing level of attainment.
F = 0 - 59.9  Failure. Unacceptable performance revealing almost no understanding of content.

Graded Assignments:

Attendance  60 pts (2.6 points per day)

Assignments  75 pts (25 points each)
   1: Composition
   2: Text Designs
   3: Identity/Swag

Projects  150 pts (50 points each)
   Project 1: Resume
   Project 2: Poster
   Project 3: Visual branding

Midterm Exam  100 pts

Final Project  100 pts

Total points  485 pts

Late assignments will receive a zero or a lowered grade, at the instructor’s discretion. Incompletes will not be granted except under extreme circumstances. Because this class is a lab class designed to prepare you for the job market, assignments due even 1 minute after the due date/time will be considered late and will receive a zero or a lowered grade, at the instructor’s discretion.

All assignments turned in as hard copies must be stapled and the name of the student must be clearly identified on the front page.

Special Grading Policies (please take note):

1. No extra credit is available.
2. Grades are not rounded up.
3. No special assignments are available to “boost” a student’s grade.
4. There is no curve.
Questions about your grades:

I am more than happy to talk with you about your grade and discuss the strengths and weaknesses of your graded work. That said, I require a 24-hour “cool off” period. We will not discuss your grade until we both have time to gather our thoughts and have a productive conversation. After the initial 24 hours, students have one week to meet with the instructor to discuss the grade. If the student does not meet with the instructor within a week, then the instructor considers the matter closed. All discussions regarding grades are conducted in person, in my office; I do not discuss grades during class time, over the phone, or via email.

Attendance and other class policies:

Students are expected to attend every class, arrive on time, stay for the entire class, and participate in class discussions while present. There are no excused absences, except for religious holidays and for officially approved TTU trips greater than 40 miles from campus (with advanced notification). It is up to you to manage your absences.

Attendance is required and necessary for your success in the course. You are responsible for all material covered in class, including readings, class discussions, and any other material introduced by the instructor, guest speakers, or other students during presentations. Students missing class must obtain class notes from another student, even if the absence is excused.

No Make-ups:

Students will not be allowed to make up missed assignments. Weddings, family vacations, commitments related to other classes, etc. don’t count. No exceptions, so please don’t ask.

Expectations for Class Participation/Conduct:

The Student Code of Conduct applies to all work related to this class (available online at http://www.depts.ttu.edu/studentaffairs/). All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars and professionals. Please reference OP 34.12 regarding Academic Integrity. Plagiarism and/or cheating are taken very seriously. Any attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. Any evidence of academic misconduct will result in an “F” for the course and will be reported to the appropriate university office in accordance with the Texas Tech University Code of Student Conduct and the rules of faculty governance. Academic misconduct is any activity that compromises the academic integrity of the institution or subverts the educational process.

Please be respectful of your instructor and the other students in the class; again, the class relies on healthy, constructive discussion and debate.

Please turn your mobile devices off while in class. Use your laptops and other devices for class-related purposes only. Please no texting during class.
I reserve the right to remove you from the class should it become necessary to maintain a civil and constructive classroom environment. If necessary, I will reduce your class participation/attendance grade to provide the appropriate ‘motivation’ to secure your compliance with the policies regarding classroom conduct.

**Students with Challenges:**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office in 335 West Hall or 806-742-2405. Please reference [OP 34.22](#) for additional information.

**Observance of Religious Holidays:**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent for the observance of a religious holy day shall be allowed to take an exam or complete an assignment scheduled for that day within a reasonable time after the absence. Please reference [OP 34.19](#) for additional information.

**TTU Resources for Discrimination, Harassment, and Sexual Violence**

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other [Title IX violations](#) are not tolerated by the University. Report any incidents to the [Office for Student Rights & Resolution](#), (806)-742-SAFE (7233) or file a report online at [titleix.ttu.edu/students](#). Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: [TTU Student Counseling Center](#), 806-742-3674, [https://www.depts.ttu.edu/scc/](https://www.depts.ttu.edu/scc/) (Provides confidential support on campus.) [TTU Student Counseling Center 24-hour Helpline](#), 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) [Voice of Hope Lubbock Rape Crisis Center](#), 806-763-7273, [voiceofhopelubbock.org](#) (24-hour hotline that provides support for survivors of sexual violence.) [The Risk, Intervention, Safety and Education (RISE) Office](#), 806-742-2110, [rise.ttu.edu](#) (Provides a range of resources and support options focused on prevention education and student wellness.) [Texas Tech Police Department](#), 806-742-3931, [http://www.depts.ttu.edu/ttpd/](http://www.depts.ttu.edu/ttpd/) (To report criminal activity that occurs on or near Texas Tech campus.)
Professionalism

Public relations majors will enter a world of professionals. This is a world where deadlines, standards, results, and conduct matter. To prepare students for this transition, all public relations majors are expected to adhere to the highest levels of professionalism while enrolled in our program. This includes:

- Demonstrating courtesy toward and respect for their instructors, peers, clients, client stakeholders, media professionals, communities, and classroom guests.
- Ensuring that they are aware of, understand, and follow all classroom policies, both those stated in the instructor’s syllabus and those presented verbally in class.
- Acknowledging that instructors have a responsibility to be fair and to maintain the integrity of the learning process; this means that instructors are unable to make exceptions to policies (attendance, grading, etc.) for individual students.
- Wearing appropriate professional attire when meeting with clients and other community stakeholders as part of class projects or student organization events.
- Refraining from the use of the mobile devices for non-class related activities or engaging in side talk unrelated to class discussion during class time.

Miscellaneous:

- The instructor reserves the right to make any changes to the syllabus, schedule, assignments, readings, forms, lecture topics, assessments, and any other course content if deemed necessary to facilitate classroom management and to achieve the learning objectives for the course. Students are responsible to stay aware of these changes.
- Students may not consume food or beverages in the classroom.
- Students may not bring guests to class.
- Only students enrolled in this course may attend (and receive credit for) this class.
- **Plagiarism**: Graphic design is unique in that we often use examples of good design as inspiration for our own designs. However, using other designs as inspiration for our own designs is different than plagiarizing another’s design. I encourage you to become familiar with, and even search for examples of others’ work to help you come up with your own design. Plagiarizing, however, is not permitted. You may not present another’s ideas or designs as your own creations. Your work should be original for this class. You may not use a design you have used for another class, for work, or for anything else outside of this class – this will be considered plagiarism and you will receive zero credit for the assignment, and I also reserve the right to report these actions to the university. The same policy goes for both presenting another’s work as your own or for recreating another’s work in substantially the same form. The instructor will be the sole judge of what constitutes “substantially the same form.”
**Schedule:**

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<th>Date</th>
<th>Topic, Readings, Assignments, &amp; Activities</th>
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| Tues, 6/5  | - **Introduction:** Introductions, course overview, syllabus review, Q&A.  
|            | - Introduction to InDesign software.  
|            | - Read for next class: Unit 2, pp. 32-59. |
| Wed, 6/6   | - Composition/Layout basics. Grids.  
|            | - More intro to InDesign software.  
|            | - Hand out Assignment 1.  
|            | - Work on Assignment 1 in class. |
| Thurs, 6/7 | - Work on Assignment 1 in class. |
| Fri, 6/8   | - **Assignment 1 due at the start of class.**  
|            | - Typography  
|            | - Hand out Project 1.  
|            | - Work on Project 1 in class.  
|            | - Read for next class: Unit 3, pp. 62-85. |
| Mon, 6/11  | - Work on Project 1 in class. |
| Tues, 6/12 | - Work on Project 1 in class.  
|            | - Read for next class: Unit 4: pp. 88-99 |
| Wed, 6/13  | - **Project 1 due by start of class.**  
|            | - Color and printing processes  
|            | - Hand out Assignment 2.  
|            | - Work on Assignment 2 in class. |
| Thurs, 6/14| - Illustrator. Work on Assignment 2 in class. |
| Fri, 6/15  | - Illustrator. Work on Assignment 2 in class. |
| Mon, 6/18  | - **Assignment 2 due by start of class.**  
|            | - Photoshop. Images.  
|            | - Hand out Project 2.  
|            | - Work on Project 2 in class. |
| Tues, 6/19 | - More Photoshop/Illustrator  
|            | - Work on Project 2 in class. |
| Wed, 6/20  | - Mid-term review.  
<p>|            | - Work on Project 2 in class. |
| Thurs, 6/21| - <strong>Mid term exam</strong> |
| Fri, 6/22  | - Work on Project 2 in class. |</p>
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| Mon, 6/25  | - **Project 2 due by start of class.**  
- InDesign: Other things—master pages, pages of different sizes, page numbering,  
- Hand out Assignment 3.  
- Work on Assignment 3 in class. |
| Tues, 6/26 | - Work on Assignment 3 in class.  
- Read for next class: Unit 7, pp. 142-183. |
| Wed, 6/27  | - **Assignment 3 due by start of class.**  
- Hand out Project 3.  
- Work on Project 3 in class. |
| Thurs, 6/28| - Work on Project 3 in class. |
| Fri, 6/29  | - **Project 3 due by end of class.**  
- Hand out Final Project  
- Work on Final Project in class. |
| Mon, 7/2   | - Work on Final Project in class. |
| Tues, 7/3  | - Work on Final Project in class. |
| Wed, 7/4   | - Holiday, no class |
| Thurs, 7/5 | - Last day of class.  
- Work on Final Project in class.  
- **Final Project due by the end of class today.** |