Welcome to
PR 4405: DIGITAL PUBLICATION DESIGN

Professor S. Johnson
College of Humanities and Social Sciences — School of Communication & Media

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Office hours: M/W 9:45 a.m. to 10:45 a.m.

Course description: This course explores the nature and role of organizational publications. Only part of an organization's message is communicated through words. The message is also communicated through the visual impact of a publication. Through desktop publishing, students will learn to exercise control over messages through words, images and layout/design. Students will use desktop publishing technology to create effective organizational messages through organizational publications such as flyers, newsletters and brochures. **Credit Hours: 3**

Learning objectives: This course will cover basic desktop publishing skills, using PC hardware and current design software applications. Students will be able to:

• Identify and explain principles of good design.
• Identify & create designs using effective use of color, photography and graphics.
• Create documents consistent with principles of good page layout design.
• Choose paper and other supplies necessary for preparing publications for printing.

Text:
Required: White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design; Golombisky, K. and Hagen, R. (2013)

Course Website:
www.OwlDesignIt.weebly.com

Required materials: A copy of a current magazine, a piece of black posterboard, a glue stick and a pair of scissors.

Expectations: Regular and on-time class attendance and note taking is expected. Each class session builds upon previous class sessions. In-class assignments will be a part of every, or almost every, class meeting. Check D2L Brightspace weekly for announcements or reminders.

You are expected to participate through completion of in-class assignments, team activities and homework assignments, which may not be detailed in the syllabus but assigned during class. In-class assignments cannot be made up and must be completed in class. If you are absent, late to class or leave class early, your grade will be affected.

Student absences: Attendance is absolutely essential in this course. You are responsible for communicating with me concerning absences or excessive tardies. **You are responsible for material covered in your absence; do not expect to hold the class back while you try to catch up on material covered in your absence.** I encourage you to identify a classmate (perhaps a team member) to contact about material covered.

If you miss a quiz, the next quiz you take will count double.

Students are solely responsible for managing their enrollment status in a class; nonattendance does not constitute a withdrawal. You are responsible for determining your enrollment status in all classes to protect your financial aid monies. Not attending a class for which you are registered is not the same as withdrawing from the course. You must complete an online withdrawal to be removed from a course. If you stop attending class but do not complete an online withdrawal BEFORE the last day to drop without academic penalty, you will receive a grade of WF, which counts as an F in calculating your grade point average and counts as a completed course for determining your financial aid award.

Mini Design Assignments: The mini design assignment grade will include completion of numerous smaller scale design assignments (some of which are identified in the syllabus), team activities and homework assignments.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED. IF YOU KNOW YOU ARE GOING TO BE OUT OF TOWN THE DAY SOMETHING IS DUE, YOU MUST TURN IT IN AHEAD OF TIME.

Use of computers/laptops in class: Computers are an integral part of this class; however, inappropriate use of technology—such as surfing the Web, checking e-mail or working on material for other classes—may result in grade penalties. When computer instruction is not part of our classwork, you should not be using your computer. Computer use should support your work for this class; one violation of computer usage will result in a warning. Thereafter, each offense will result in a three-point deduction from the final grade.

E-mail communication: I DO NOT USE THE E-MAIL SYSTEM IN BRIGHTSPACE D2L. PLEASE EMAIL MY CAMPUS ACCOUNT FOUND AT THE TOP OF THE SYLLABUS. You are expected to use your assigned KSU e-mail account. Please always put specific information in the subject line of your e-mail. Provide details in the body of your message, including the course name and number. Always provide your full name. I usually respond within 48 hours during the work week. If your e-mail raises a point or asks for an answer that I think might benefit the whole class, I will bring the answer to the next class meeting and may not reply individually to that e-mail.

Kennesaw State Policies
Academic Integrity
No student shall receive, attempt to receive, knowingly give or attempt to give unauthorized assistance in the preparation of any work required to be submitted for credit (including examinations, laboratory reports, essays, themes, term papers, etc.). Unless specifically authorized, the presence and/or use of electronic devices during an examination, quiz, or other class assignment is considered cheating. Engaging in any behavior which a professor prohibits as academic misconduct in the syllabus or in class discussion is cheating. When direct quotations are used, they should be indicated, and when the ideas, theories, data, figures, graphs, programs, electronic based information or illustrations of someone other than the student are incorporated into a paper or used in a project, they should be duly acknowledged. No student may submit the same, or substantially the same, paper or other assignment for credit in more than one class without the prior permission of the current professor(s).

A student who turns in work that is not his or her own will receive "0" points on the assignment and will be reported to the Office of Academic Integrity.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the KSU Student Academic Integrity Policy.

Disruption of Campus Life: It is the purpose of the institution to provide a campus environment which encourages academic accomplishment, personal growth, and a spirit of understanding and cooperation. An important part of maintaining such an environment is the commitment to protect the health and safety of every member of the campus community. In order to promote these goals, students should be familiar with and abide by the rules against disruption of campus life.

Disorderly Assembly: No students shall assemble on the campus for the purpose of creating a riot, or destructive or disorderly diversion, or obstructing or disrupting the normal operation of the university, including any teaching, administrative, disciplinary or public service activity, or any other activity authorized to take place on the campus.

Disruptive and Dangerous Conduct: No student shall act in a manner that can reasonably be expected to disturb the academic pursuits of others or infringe upon the privacy, rights, or privileges of others, or the health or safety of him/herself or other persons.
Disruptive Speech
That speech is prohibited which: a) presents an immediate or imminent clear and present danger or b) is disruptive to the academic functioning of the institution.

University Policy on Accommodating Students with Disabilities:
Students requesting accommodation for disabilities must first register with the Office of Disabled Student Support Services at http://www.kennesaw.edu/stu_dev/dsss/dsss.html. The Office of Disabled Student Support Services will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

FERPA: The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records once the student has reached 18 years of age (20 U.S.C. § 1232g; 34 CFR Part 99). Under that law we cannot release your student ID number, grades, performance evaluations, or any other personal or academic information to anyone but you, unless you provide written permission to do so.

Global Learning: Kennesaw State University is a learning-centered institution emphasizing creativity, diversity, global awareness, leadership, ethics, teaching excellence, digital literacy, technological competence, and community engagement. KSU has adopted a Quality Enhancement Plan (QEP), an educational process that enhances one's competencies for participating productively and responsibly in the diverse, international, intercultural, and interdependent world.

School of Communication Policies
Advising: Students are encouraged to work with an advisor to plan their course of study. Declared COM majors with fewer than 60 completed credit hours are advised by the College of Humanities and Social Sciences Undergraduate Advising Center (UAC) located in Willingham Hall, Suite 223. New transfer students should also make an appointment at the advising center. Advising appointments can be made by visiting the Center's website: http://www.kennesaw.edu/hssadvising/home.php

Once COM majors reach 60 credit hours, they are assigned to a faculty member in COM for advising/mentoring. To find your assigned advisor, check Degree Works or your transcript on Owl Express. Contact your faculty advisor directly to make appointments. To find your faculty advisor's contact information, visit http://communication.hss.kennesaw.edu/about/faculty-staff/ and click on your advisor's name.

Of course, even after you have surpassed 60 credit hours, you are welcome to continue visiting the UAC for academic planning. For questions regarding graduate school or other post-graduation plans, however, you'll want to visit your faculty advisor.

Understand that, ultimately, advising is a student's responsibility. While faculty advisors are here to assist,

course selections are a student's choice. Students are responsible for calculating how their course selections will affect their graduation date. The Registrar Office is the entity that reviews credits for graduation, and the Registrar's response to a student's Petition for Graduation form is the university's official word on graduation status.

Intellectual property protection: Lectures, presentation slides, exercises and handouts used in this course are the property of Kennesaw State University. Class sessions may not be electronically recorded without permission of Sarah Johnson or any guest lecturers that may speak in this class. Recordings, including class notes, may not be used for commercial purposes without proper attribution.

Course Requirements:

Mini Design Assignments	40 points
Quizzes (3 @ 25 pts. each)	75 points
Flyer	50 points
Magazine Spread	100 points
Trifold Brochure	100 points
Final Project	135 points
TOTAL	500 points

Be a Part of the
2016 Pipeline Magazine Team!

Interested writers and designers are encouraged to apply for acceptance into PR 4605, Magazine Media, for fall semester 2016. Applications are available on Professor Johnson's website (www.OwlDesignIt.weebly.com). For more information, please call the School of Communication at (470) 578-6298.

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