

Instructor

Dr. Arthur Leal
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Office Hours: by appointment (rneal4@utk.edu)

Course Time & Location

Tu & Th — 12:40 -1:55
BEES — 276

Course Description & Objectives

This course is designed to build on the graphic design concepts covered in ALEC 330. Students will explore Adobe Photoshop and InDesign more extensively, and they will be introduced to Adobe Illustrator. Additionally, students will serve collectively as a news organization that is responsible for publishing the ALEC Gazette.

Student Learning Objectives:

- Continue developing an understanding of design principles and techniques
- Identify newsworthy ideas, conduct interviews with sources, and write publishable feature stories
- Create, produce, and publish an electronic magazine

Magazine Positions

Managing Copy Editor

Coordinates all phases of production, ensuring completion of magazine stays on schedule. The managing copy editor serves as the final authority to ensure all copy is clear, correct and consistent. The managing copy editor will work with the instructor to manage the production process and make final production decisions.

Graphics Arts Manager

Coordinates all photographs, graphic elements, and layouts. Graphics arts manager is responsible for working with the managing copy editor to develop a plan for the entire publication layout and pagination. The graphics arts manager will ensure that only high-quality graphics are used in the publication and may ask staff members to retake photos if necessary. The graphics arts manager will also assist staff writers with story design and layouts when needed.

Course Materials

Required books:

White Space is Not Your Enemy, 3rd Edition; ISBN: 10:1138804649; Authors: Rebecca Hagen & Kim Golombiasky

2017 Associated Press Stylebook

Other Materials:

- External Drive with at least 500gb of space or 128gb flash drive (required)
- Adobe CC subscription (recommended)

Canvas Account:

All students will be automatically enrolled on Canvas for this course once they have paid registration. Lesson outlines, assignments, resources, grades and other materials will be posted on the course page throughout the semester. Students are expected to check Canvas frequently and are responsible for monitoring their grades on the system. All communication with your instructor should be via email or in person—do not send messages through Canvas.

Remind:

This course will use Remind for notifications for upcoming assignments, materials needed, and any class reminders. All students are required to register for the semester. Send a text to **81010** and enter the code **@alec442** in the body of the text.

Course Expectations

As the instructor, I am committed to helping you improve your communication knowledge and skills. To that end, you can expect constructive feedback on your assignments and an opportunity to apply that feedback on future assignments.

Punctuality:

I expect punctual attendance, collegial class participation, on-time submission of assignments, and honest effort. Tardiness is disruptive and disrespectful to the classroom, students, and instructor. Roll call will be taken promptly at 12:40, and you will not receive credit for the day if you miss roll call.

Excused absences will only be reserved for UTK-approved activities. All other requests need to be discussed with your instructor and will be approved on a case-by-case basis. Documentation for excused absences must be submitted a week in advance for consideration. Students are responsible for obtaining any missed class material.

Electronic devices:

I recognize the benefits of technology in the classroom, especially when used throughout the semester for activities and assignments. However, all devices should be put away unless they are being used for a class activity.

Assignments**Submission:**

The ability to meet deadlines is one of the most basic requirements expected of communication professionals. All deadlines are firm for all graded work, including assignments and in-class assignments, unless you receive prior permission from your instructor—no late material will be accepted.

In-Class:

During the course of this class, there will be a some in-class assignments. The purpose of in-class assignments is to allow you to practice and reflect on class concepts as well as explore relevant resources. These activities cannot be made up without a documented university excused absence and are due the same day they are assigned, unless otherwise indicated.

If an in-class assignment is completed at the beginning of class and you are late, you will receive half credit if you made it in time to complete the assignment. If you do not make it in time to complete the assignment you will receive 0%. Some of the in-class assignments will be group activities. You are expected to split the work equally among group members; the instructor reserves the right to assign the earned grades to group members based on contributions.

Grade Discrepancies:

All grade discrepancies are to be addressed within **a week** of the assignment being posted to Canvas.

Equipment

Camera Equipment:

- You will each be assigned a camera set for the course
- Camera equipment can be reserved through Mrs. Ownby or Dr. Leal in 320A
- You are responsible for checking the cameras out using the proper channels and returning them on time and in good condition or privileges will be revoked.

Computer Lab:

- Food and drink are **absolutely not** permitted in the computer lab. The only exception is water bottles with a secure bottle cap.
 - The rules of the lab (posted in the lab and reviewed on the first day of this course) should be followed at all times.
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Writing Expectations

As a student in the College of Agricultural Sciences and Natural Resources at the UTK, you are expected to produce high quality writing. This means your writing assignments should meet college standards..

- Proper grammar, punctuation, and sentence structure
 - No use of first person
 - The use of proper Associated Press Style writing for journalistic writing
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Lynda.com

The University of Tennessee has an agreement with Lynda.com to provide free online tutorials to students and faculty on many software programs. If you feel "rusty" with any program, after being introduced to it in an ALEC course, it is **highly recommended** that you take it upon yourself to go through some of the Lynda.com tutorials, which can be accessed through the link on your myUTK page.

Syllabus Disclaimer

Serious effort and consideration were used in formulating this syllabus. While viewed as an educational contract between the instructor and student, unforeseen events may cause changes to the scheduling of assignments, lectures, etc. I reserve the right to make any changes deemed necessary to best fulfill the course objectives. You will be made aware of any changes in a timely fashion using reasonable means.

University Civility Statement

Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, gracious-ness, cordiality, affability, amiability and courteous-ness. Civility enhances academic freedom and integrity and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other's well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus.

<http://civility.utk.edu/>

Academic Integrity

"An essential feature of the University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity."

All parties involved will be reprimanded if evidence of plagiarism surfaces through the guidelines established by the university conduct board. The student may receive a zero on the assignment or in some cases may fail the course.

For more information, please visit: <http://www.lib.utk.edu/instruction/plagiarism>

Services for Students with Disabilities

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at 865-974-6087 in 100 Dunford Hall to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.






For more information regarding your rights as a student at UTK, please visit:

<http://accessibility.utk.edu>

Grade Breakdown

A	100% — 90%	C-	72.9% — 70%
B+	89.9% — 87%	D+	69.9% — 67%
B	86.9% — 83%	D	66.9% — 63%
B-	82.9% — 80%	D-	62.9% — 60%
C+	79.9% — 77%	F	Below 59.9%
C	76.9% — 73%		

Course Assignments

Assignment	Due Date	Portfolio Item	Points Available
Story Pitches	Feb. 8		50
Photo Editing	Feb. 25		100
Magazine Layout 1	Mar. 25		100
Magazine Layout 2	Mar. 25		100
Informational Graphic	Apr. 22		100
Electronic Portfolio	May 7		50
Gazette Contribution	Various		100
Attendance/Participation	Various		100

Week	Course Schedule		Reading
1	Jan. 8	No Class	
2	Jan. 15	Syllabus — Feature Writing — Elements, Principles & Theories of Design	Ch. 5
3	Jan. 22	Photography	Ch. 9
4	Jan. 29	Photoshop	
5	Feb. 5	(Tue) No Class — (Thurs) No Class Due: Story Pitches	
6	Feb. 12	Photoshop & Captions	
7	Feb. 19	Photoshop — Layout — InDesign	Ch. 6
8	Feb. 26	InDesign Due: Photo Editing (2/25)	
9	Mar. 5	InDesign	
10	Mar. 12	<i>Spring Break</i>	
11	Mar. 19	InDesign	
12	Mar. 26	(Tue) No Class — (Thurs) No Class Due: Feature Stories (3/25)	
13	Apr. 2	Informational Graphics — Illustrator	Ch. 10
14	Apr. 9	Illustrator	
15	Apr. 16	Illustrator Due: Informational Graphic (4/22)	
16	Apr. 23	Work Week Due: ALEC Gazette (4/27)	