



MARYMOUNT UNIVERSITY

School of Arts and Sciences
2017-18

COURSE SYLLABUS

Course Number CMD360 A	Course Title Communication and Design Studio		
Fall Semester	Spring Semester XXX	Summer Semester	Credit Hours 3
Name of Instructor Barry C Erdeljon			
Meeting Day, Time, and Room Number Tuesday, Thursday 03:30PM - 05:30PM, Rowley Hall, Room G215			
Final Exam Day, Time, and Room Number Tuesday May 8 th 3:00-5:30			
Office Hours, Location, Phone TU 1:00-3:00, WED 6:00-7:00, TH 2:00-3:00 Gailhac G106, 703-284-1652. Other times by appointment			
E-mail barry.erdeljon@marymount.edu Course Web Site http://mudesign.net/studio			
Course Description The course allows students to apply learned theories and methods for communication and media design in a working communication and media design studio. Students write, design, and produce media projects, including integrated marketing and promotional campaigns for NGOs, nonprofits, The Banner, BlueInk, etc. Students edit, art direct, and are responsible for project management. Repeatable course for up to six (6) credits. Prerequisites: For communication majors, completion of CMD writing and presentation and digital media requirements. For media design majors with a graphic design emphasis, CMD 305 is also required. For media design majors with a media communication design emphasis, CMD 204, CMD 205, or permission of the instructor. <i>Liberal Arts Core/University Requirements Designation: DSINQ. (3)</i>			

UNIVERSITY STATEMENTS

ACADEMIC INTEGRITY

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles yourself and to defend them against abuse by others. Items submitted for this course may be submitted to TurnItIn.com for analysis.

STUDENT COPYRIGHT INFORMATION

For the benefit of current and future students, work in this course may be used for educational critique, demonstrations, samples, presentations, and verification. Outside of these uses, work shall not be sold, copied, broadcast, or distributed for profit without student consent.

ACCOMMODATIONS AND ACCESSIBILITY CONCERNS

Please address any special challenges or needs with the instructor at the beginning of the semester. Students seeking accommodations for a disability must complete the required steps for obtaining a Faculty Contact Sheet from the Office of Student Access Services (SAS). Students are then responsible for meeting with their instructors at the beginning of the semester to review and sign the Faculty Contact Sheet and develop a specific plan for providing the accommodations listed. **Accommodations cannot be granted to students who fail to follow this process.** Appointments with the SAS director can be scheduled through the Starfish "Success Network" tab in Canvas. For more information, check the SAS website, e-mail access@marymount.edu, or call **703-284-1538** to reach the SAS director or an academic support coordinator.

EMERGENCY NOTIFICATION POLICY

When students are absent due to a crisis situation or unexpected, serious illness and unable to contact their individual instructors directly, the Division of Student Affairs can send out an Emergency Notification. To initiate an Emergency Notification, students should contact the **Division of Student Affairs 703-284-1615** or student.affairs@marymount.edu. Emergency Notifications are **NOT** appropriate for non-emergency situations (e.g. car problems, planned absences, minor illnesses, or a past absence); are **NOT** a request or mandate to excuse an absence, which is at the sole discretion of the instructor; and are **NOT** a requirement for student absences. If a student contacts instructors about an emergency situation directly, it is not necessary to involve the Division of Student Affairs as arrangements are made to resolve the absence.

For non-emergency absences, students should inform their instructors directly.

ACCESS TO STUDENT WORK

Copies of your work in this course including copies of any submitted papers and your portfolios may be kept on file for institutional research, assessment and accreditation purposes. All work used for these purposes will be submitted confidentially.

UNIVERSITY POLICY ON WEATHER AND EMERGENCY CLOSINGS

Weather and Emergency closings are announced on Marymount's web site: www.marymount.edu, through **MUAlerts**, area radio stations, and TV stations. You may also call the **Weather and Emergency Hotline at (703) 526-6888** for current status. Unless otherwise advised by local media or by official bulletins listed above, students are expected to report for class as near normal time as possible on days when weather conditions are adverse. Decisions as to inclement closing or delayed opening are not generally made before 6:00 AM and by 3:00 PM for evening classes of the working day. Emergency closing could occur at any time making **MUAlerts** the most timely announcement mechanism. **Students are expected to attend class if the University is not officially closed.** If the University is closed, course content and assignments will still be covered as directed by the course instructor. Please look for communication from course instructor (e.g., Canvas) for information on course work during periods in which the University is closed.

1. BROAD PURPOSE OF COURSE (Multiple sections of the same course must have the same purpose.)

The course allows students to apply learned theories and methods for communication and media design in a working communication and media design studio. Students write, design, and produce media projects, including integrated marketing and promotional campaigns for NGOs, nonprofits, The Banner, BlueInk, etc. Students edit, art direct, and are responsible for project management. Repeatable course for up to six (6) credits. Prerequisites: For communication majors, completion of CMD writing and presentation and digital media requirements. For media design majors with a graphic design emphasis, CMD 305 is also required. For media design majors with a media communication design emphasis, CMD 204, CMD 205, or permission of the instructor. *Liberal Arts Core/University Requirements Designation: DSINQ. (3)*

A. 2. COURSE OBJECTIVES: Upon successful completion of this course students will be expected to:

- Develop project proposals, audience definitions, and production schedules
- B. Conduct project specific research
- C. Effectively manage the production of a variety of communication and media design projects
- D. Demonstrate the effective application of design and communication theories and methods
- E. Write and design, edit and art direct communication media projects and campaigns
- F. Demonstrate the ability to effectively problem solve client communication and media design needs
- G. To demonstrate effective use of print, web and interactive, video and social media
- H. Distribute communication media projects through the commercial media, Internet and social media

3. TEACHING METHOD

The course will be a working production studio including modeled methods, class discussion, media technology demonstrations, tutorials, and hands-on project experience – from concept through completion of print and electronic design solutions. This course is a designated Inquiry (DSINQ) course. Students will be involved in active learning methods. Including creating communication design solutions on student selected project topics with research supported creative rationales.

4. GRADING POLICY

The value (points and/or percentage of grade) of assignments, exams, quizzes, participation, and other graded course components must be specified.

Friday, February 16, 2018, is the last day to withdraw from a class without academic record.

Friday, March 23, 2018, is the last day to withdraw from a class with a grade of W.

Grade Breakdown:

Course Attendance and class participation	10pts
Weekly readings	10pts
Product product and branding campaign	80pts
Brochure	80pts
Client individual projects	100pts per project

For each project:

20pts Project related research
20pts Audience definition and communication and design brief
40pts Design – layout, typography, use of visuals
15pts Production quality – printing, assembly, developing
5pts Reflective statement

Client team projects

<i>For each project team member:</i>	100pts per project
writing, illustration, photography, videography	
graphics, layout, production, developing etc.	

Total: TBD per number of client projects

Grading Scale:

93-100 = A
90-92 = A-
87-89 = B+
83-86 = B
80-82 = B-
77-79 = C+
73-76 = C
70-72 = C
67-69 = D+
60-66 = D
0-59 = F

Attendance is mandatory.

Late assignments will be accepted no more than one week past due. Late assignments will be reduced one letter grade i.e. B to C.

This is a working studio. Missing class will be detrimental to project teammates and prevent meeting client commitments. More than two unexcused absences will result in a letter grade reduction for the final course grade i.e. B to C.

5. CLASS SCHEDULE

Class schedule of lectures and demo topics, assignments and due dates are on the course website:

<http://mudesign.net/studio>

6. REQUIRED TEXT

1) Eiseman, Leatrice. Color - Messages & Meanings: A PANTONE Color Resource. Massachusetts: Handbook Press

2) Samara, Timothy. Design Elements: Understanding the Rules and Knowing When to Break Them. Rockport, 2014.

7. REQUIRED SUPPLIES

- Personal computer or access to a computer outside of the classroom with Adobe Creative Suite
- Sufficient available storage space on your Marymount google drive.
- External Hard Drive, at least 80GB, USB 2 or 3 or Thunderbolt – *one hard drive can be shared by students in a group project or two 32GB or larger USB thumb drives – USB 2 or 3*
- 8 ½ x 11" or larger paper or sketch book and pencils for roughs
- Mat Board, knives, rulers, glue and color printing as necessary for assembling and mounting projects