
Introduction

Fall 2023

MCOM415: Mass Media Graphics
Sarah Azamy, Adjunct Faculty





SCAD
The University for Creative Careers



Are you **breathing**? Then chances are *extremely good* you can get a **credit card**, and *another one*, and *another*

one... and **OH!** that credit limit is looking a *little tight*; let me raise that for you. **WAKE UP!** To **err** is **human**,

especially when it comes to **credit**. To **forgive** is **divine** ♥, but when it comes to your credit card company, that's

probably **NOT** going to happen. Unlike most other lenders, credit card issuers don't pay much attention to

your income, employment history, level of financial sophistication or ability to handle the credit lines they're

trusting upon you. They're just counting on enough folks paying their bills to more than offset those who don't. You only have to pay a *tiny* fraction of what you *actually* owe each month. In fact, until regulators finally **forced**

them to change, some credit card issuers set minimum payments so low that they **didn't even cover all the INTEREST** accrued that month, let alone make *any progress* on paying down the **PRINCIPAL**. Since you're

not **forced** to feel the full brunt of your **indebtedness**, it's *easy to deny* your balances are a **problem** — at least until

that *awful day* when you can *no longer* *scrape* up the *minimum* — then you're **really IN TROUBLE**

LIBERTE, EQUALITE, FRATERNITE?

 **CEIR**

French politicians disguise their Islamophobia by claiming the states secular ideals must be defended and cannot survive any religious sentiments. They say they are not discriminating against Muslims in particular but against all religions, for the protection of their secular ideals. And yet this same secular state observes all the Christian holidays but refuses to recognise Muslim or Jewish ones. Whilst private Christian schools receive subsidies from the government there is not a single state funded Muslim school.

Liberty, Equality, and Fraternity - apparently are not to be applied to French Muslims.

www.ceir.com to learn more about what you can do



September 27, 2013

John Doe
23 Main Street
Newtown USA 12345

Re: 9-26-2013 Receiving Letter

Dear John:

This is an example of what a letter might look like. Please begin by stating the name of the client and the date of the letter. The name of the client should be stated in all caps. On the first line, the salutation should be "Dear [Name]". The salutation should be followed by the name of the client and the date of the letter. The salutation should be followed by the name of the client and the date of the letter. The salutation should be followed by the name of the client and the date of the letter.

You can modify the content of the letter by changing the text. The text should be changed to reflect the actual content of the letter. The text should be changed to reflect the actual content of the letter. The text should be changed to reflect the actual content of the letter.

To change the content of the letter, click on the "Edit" button. To change the content of the letter, click on the "Edit" button. To change the content of the letter, click on the "Edit" button.

Sincerely,

John R. Doe
Senior Account Executive
302 471 1333
jdoe@pattonboggs.com

ATTACHED IS: 1 20130927 10:00 AM 10/27/2013



IDENTITY

BLUEPRINT

CommonHealth
ACTION

MOVEMENT

MESSAGE



CEO BLOG

What is the Value of Qualitative Research?



CEO BLOG
What is the Value of
Qualitative Research?

PERSPECTIVE
TRANSFORMATION
Lessons from the Field

WORK IN ACTION
Services We Provide

PRESS ROOM
News, Events, and Special
Occasions

Creating Opportunities for the Best Possible Health

We align people, strategies, and resources to generate solutions to health and policy challenges.



Government



Communities
and Nonprofit



Business



Philanthropy

“

He who has HEALTH, has HOPE; and he who has hope has EVERYTHING.

- Arabian Proverb

”

November 6, 2014

Table of Contents

Inside Blood Commentaries 5 Articles	Plenary Paper 1 Article	How I Treat 1 Article	Clinical Trials and Observations 2 Articles	Hematopoiesis and Stem Cells 2 Articles
Immunobiology 2 Articles	Lymphoid Neoplasia 2 Articles	Myeloid Neoplasia 4 Articles	Blood Work 1 Article	Correspondence 6 Articles
Errata 1 Article				



Assignment Plan

Queue

TripSaver 14538 5 9 mi

- Download Event Log
TS-1234 Aug 1, 2018 6 min
- Update Firmware
TS-1234 Aug 1, 2018 4 min

TripSaver 12345 100 ft

- Download Event Log
TS-1234 Aug 1, 2018 6 min

Add Nearby Device (1)

Drone 15 min / 40%

Flight Plan 16 min

12:25 78°F 12% 45% 3 mi 10 mph

Aspen Hill Rd
Parkland Dr
Connecticut Ave
800 King Farm Blvd

TripSaver 14538
TripSaver 14538
TripSaver 14538

Directions

Assignment Plan

Javer 14538

Download Event Log

19:10:14 15 min 1:00

Update Settings

19:10:14 15 min 1:00

Add New Device (0)

TripSaver 12234

Download Event Log

19:10:14 15 min 1:00

Flight Plan

Assignment Plan

TripSaver 14538

19:10:14 15 min 1:00

TripSaver 12234

19:10:14 15 min 1:00

TripSaver 12093

19:10:14 15 min 1:00

This Week (0)

TripSaver 12113

19:10:14 15 min 1:00

TripSaver 10972

19:10:14 15 min 1:00

Photo and Video

Back

TripSaver 14538

TripSaver 13436

1 of 10

In Flight

12:25 127°F

12:43

3 Altitudes

Review

Done

12:25 127°F

3 Altitudes

12:22

Flight Plan

- Drone
- Camera
- Battery

Flight Checklist

- Update Device
- Tablet Battery

Flight Parameters

- Altitude: 100 ft
- Speed: 10 mph
- Obstacle Avoidance: On
- 1-1, Path return

Done 10 min 1:00

Take Off 15 min

Flight Log

Time	Altitude	Vertical Speed	Horizontal Speed	Turned	Drift	Mag.	Satellites	Battery
10:00	0 ft	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:01	0 ft	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:02	1 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:03	2 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:04	3 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:05	4 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:06	5 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:07	6 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:08	7 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:09	8 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:10	9 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:11	10 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:12	11 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:13	12 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:14	13 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:15	14 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:16	15 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:17	16 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:18	17 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:19	18 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:20	19 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:21	20 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:22	21 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:23	22 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:24	23 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:25	24 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:26	25 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:27	26 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:28	27 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:29	28 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:30	29 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:31	30 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:32	31 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:33	32 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:34	33 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:35	34 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:36	35 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:37	36 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:38	37 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:39	38 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:40	39 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:41	40 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:42	41 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:43	42 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:44	43 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:45	44 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:46	45 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:47	46 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:48	47 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:49	48 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:50	49 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%
10:51	50 mph	0 fph	0 fph	0 ft	0 ft	0 ft	14	97%



ProjectName

SCD File:ComEd_Demo_R4.SCD
Revision:R001 Version:V0

All Configured Unconfigured

Filter Devices

IR4

CONFIGURED

1 ACTIONS 12 PUBLICATIONS

IR47

0 ACTIONS 12 PUBLICATIONS

IR5

0 ACTIONS 12 PUBLICATIONS

EXPORT PROJECT

Actions

TOC Shift (2)

Publications

IR4_CTRL_LLNO_GCB_IR4D
1_CTRL_D13P67_PTOC_23
_Str_general

IR4_CTRL_LLNO_GCB_IR4D
1_CTRL_D13P67_PTOC_23
_Str_q

IR4_CTRL_LLNO_GCB_IR4D
1_CTRL_D13P67_PTOC_23
_Op_general

IR4_CTRL_LLNO_GCB_IR4D
1_CTRL_D13P67_PTOC_23
_Op_q

IR4_CTRL_LLNO_GCB_IR4D
1_CTRL_TP_XCBR_25_Pos_
stVal

IR4_CTRL_LLNO_GCB_IR4D
1_CTRL_TP_XCBR_25_Pos_
q

IR4_CTRL_LLNO_GCB_IR4D
2_CTRL_D23P67_PTOC_24
_Str_general

IR4_CTRL_LLNO_GCB_IR4D
2_CTRL_D23P67_PTOC_24
_Str_q

+ NEW ACTION

IR4

In Progress

OFF

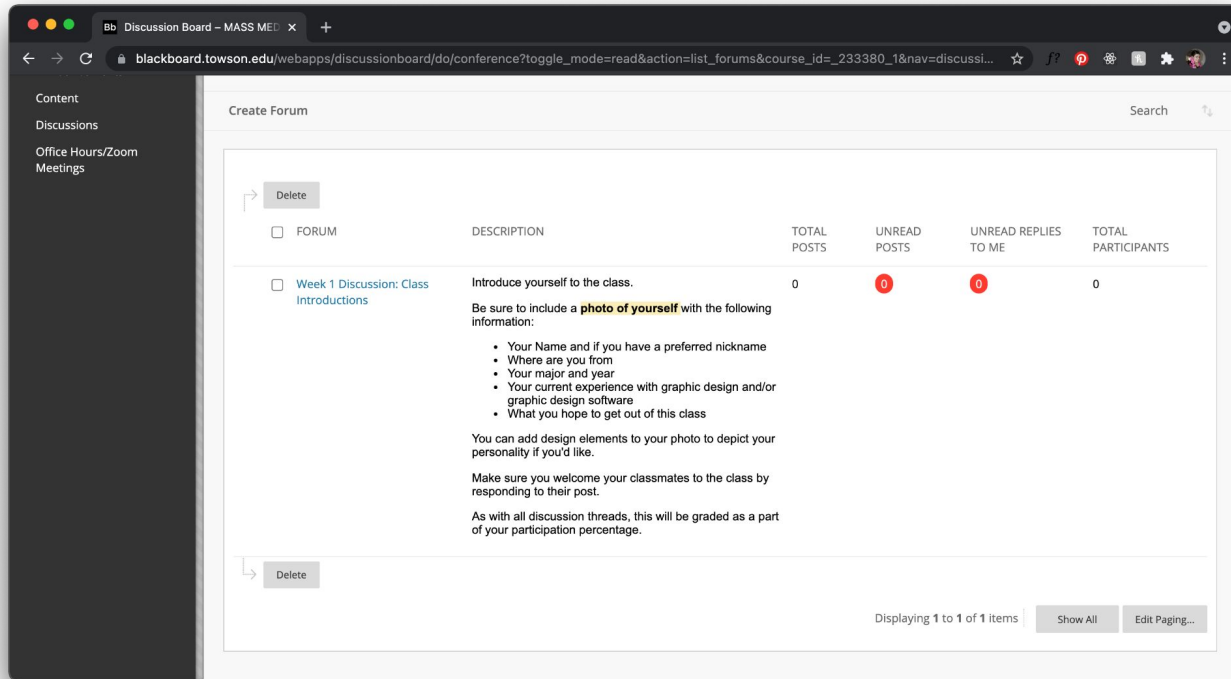
TOC Shift

when IR4 receives (3|ptocStrGen1 of true from IR5 AND Pole 3 Open of false from local) OR (Tripped to Lockout of true from local)

Last Modified Tue Jan 19 2021 13:22:45 GMT-0500 (Eastern Standard Time)

2 CONDITIONS

Introduce Yourself...



The screenshot shows a web browser window with the address bar displaying 'blackboard.towson.edu/webapps/discussionboard/do/conference?toggle_mode=read&action=list_forums&course_id=_233380_1&nav=discussi...'. The page title is 'Create Forum' and it includes a search bar. A sidebar on the left contains navigation links: 'Content', 'Discussions', 'Office Hours/Zoom Meetings', and 'Meetings'. The main content area features a table with the following data:

FORUM	DESCRIPTION	TOTAL POSTS	UNREAD POSTS	UNREAD REPLIES TO ME	TOTAL PARTICIPANTS
<input type="checkbox"/> Week 1 Discussion: Class Introductions	<p>Introduce yourself to the class.</p> <p>Be sure to include a photo of yourself with the following information:</p> <ul style="list-style-type: none">Your Name and if you have a preferred nicknameWhere are you fromYour major and yearYour current experience with graphic design and/or graphic design softwareWhat you hope to get out of this class <p>You can add design elements to your photo to depict your personality if you'd like.</p> <p>Make sure you welcome your classmates to the class by responding to their post.</p> <p>As with all discussion threads, this will be graded as a part of your participation percentage.</p>	0	0	0	0

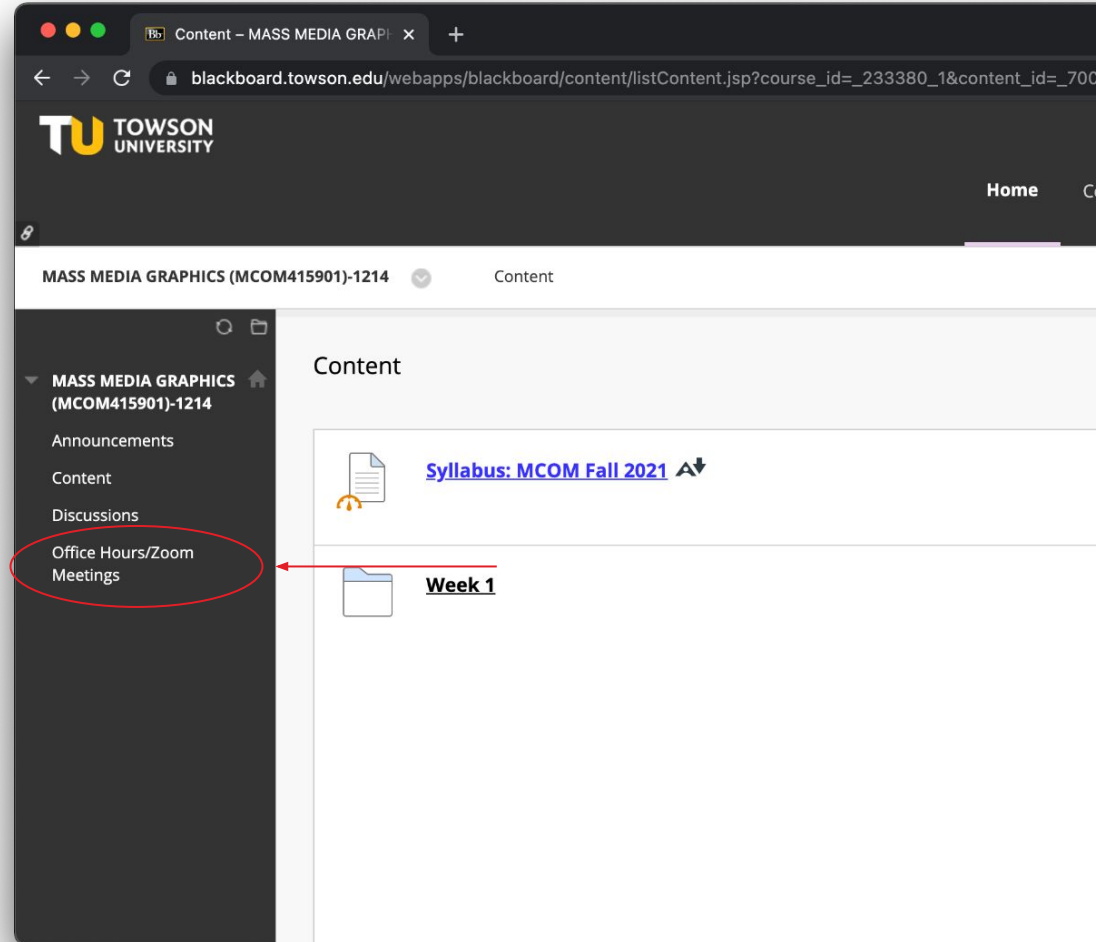
At the bottom of the table, there is a 'Displaying 1 to 1 of 1 items' indicator and two buttons: 'Show All' and 'Edit Paging...'.

Office Hours

Tuesdays 12-1pm (via Zoom)

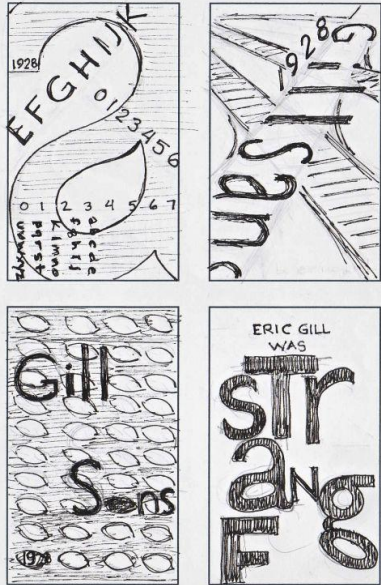
Wednesdays 12-1pm (via Zoom)

or by appointment



Required Supplies

- We will be using Adobe InDesign, Illustrator and Photoshop
- Printer, ruler, markers, pencils
- Access to a high-quality color scanner
- Required Textbook: N/A



APPS

All apps

Updates

CATEGORIES

Photo

Graphic design

Video

Illustration

UI and UX

3D and AR

Social media

Acrobat and PDF

Beta apps

FONTS

Manage fonts

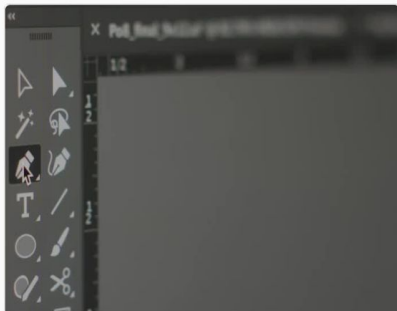
RESOURCE LINKS

Stock

Tutorials

Graphic design

Popular for design and layout



Ai **Illustrator**
Desktop

Create illustrations and other graphics with vectors.

- Draw and paint with **vector brushes**
- Scale objects to **any size and resolution**
- Best for **web and branding graphics**

Open



Ps **Photoshop**
Desktop

Edit and transform photos and graphics.

- Draw and paint with **pixel brushes**
- Enhance art with **filters and adjustment layers**
- Best for **non-destructive** image editing

Open



Id **InDesign**
Desktop

Design page layouts for print and digital publishing.

- Create interactive **magazines and ebooks**
- Use **collaboration tools** to work with others
- Best for designing **print and digital layouts**

Open

The student will use technology to explore the communication potential of

**type, white space,
information graphics,
photographs**

and other design elements.

Class Format

Modules

Module 1

Advertising

Module 2

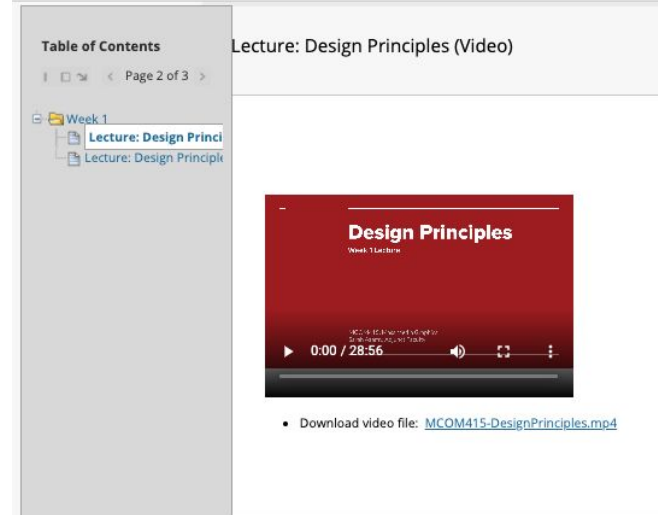
Page Layout

Module 3

Digital Marketing

Lectures

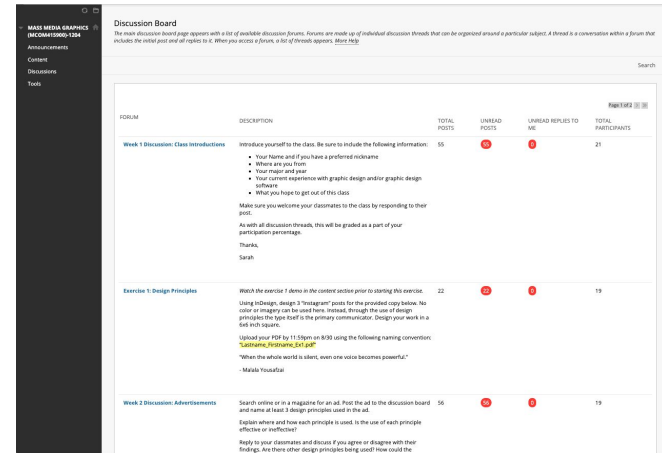
- Almost every week you will have a lecture in the form of a video, like this one.
- You need to watch the lectures before beginning work on that week's assignments.
- You will be quizzed on the contents of the lectures.



The screenshot shows a course interface. On the left is a 'Table of Contents' sidebar with a tree view: 'Week 1' is expanded, showing 'Lecture: Design Principles' (highlighted) and another 'Lecture: Design Principles'. The main content area is titled 'Lecture: Design Principles (Video)'. It features a video player with a red title card that says 'Design Principles' and 'Week 1 Lecture'. The video progress bar shows '0:00 / 28:56'. Below the player is a link: 'Download video file: [MCOM415-DesignPrinciples.mp4](#)'.

Participation

- Participation is graded by your activity on the discussion board.
- Post to the discussion board and reply to at least 5 of your peers.
- Post quality content.
- Participation is 20% of your grade.
- Proofread your posts!



The main discussion board page appears with a list of available discussion forums. Forums are made up of individual discussion threads that can be organized around a particular subject. A thread is a conversation within a forum that includes the original post and all replies to it. When you receive a forum, a list of threads appears. [More info](#)

FORUM	DESCRIPTION	TOTAL POSTS	UNREAD POSTS	UNREAD REPLIES TO ME	TOTAL PARTICIPANTS
Week 1 Discussion: Class Introductions	<p>Introduce yourself to the class. Be sure to include the following information:</p> <ul style="list-style-type: none">Your name and if you have a preferred nicknameWhere you are fromYour major and yearYour current experience with graphic design and/or graphic design softwareWhat you hope to get out of this class <p>Make sure you welcome your classmates to the class by responding to their post. As with all discussion threads, this will be graded as a part of your participation percentage.</p> <p>Thanks, Sarah</p>	55	0	0	21
Exercise 1: Design Principles	<p>Watch the exercise 1 video in the content section prior to starting this exercise.</p> <p>Using iDesign, design 3 "Instagram" posts for the provided copy below. No color or imagery can be used from iDesign. Through the use of design principles the type itself is the primary communicator. Design your work in a 1:1 ratio layout.</p> <p>Upload your PDF by 11:59pm on 8/30 using the following naming convention: "LastName.FirstName.PostID"</p> <p>"When the whole world is silent, even one voice becomes powerful." Marilyn vos Savant</p>	22	0	0	19
Week 2 Discussion: Advertisements	<p>Search online or in a magazine for an ad. Post the ad to the discussion board and name at least 3 design principles used in the ad.</p> <p>Explain where and how each principle is used. Is the use of each principle effective or ineffective?</p> <p>Reply to your classmates and discuss if you agree or disagree with their findings. Are there other design principles being used? How could the</p>	56	0	0	19

Exercises

- There are 5 exercises.
- Each exercise is worth 5% of your grade.
- All exercises are due by 11:59pm on the Sunday of that week.
- Exercises are meant to strengthen your familiarity with design concepts and the software.

BETTER AN
oops
THAN A
What if

Projects

- There are 2 projects this semester
- Both projects will be worked on over the course of a few weeks
- Each project is 15% of your grade
- Project descriptions and rubrics are in the syllabus

“No thanks,
I’m on a
diet.”

BREAK UP with diet culture, it’s toxic.

So many people get stuck in the diet cycle and develop unhealthy relationships with food. Diet culture worships thinness and oppresses those who don’t match the stereotyped image of “health.”

If you are struggling with an eating disorder, visit ANAD.org for help.

Quizzes

- 3 quizzes (5% each)
- 1 final exam (10%)
- Tested on course content
 - Syllabus
 - Course content (lectures, demos, videos, etc.)
- 30 min time limit

Quiz 1

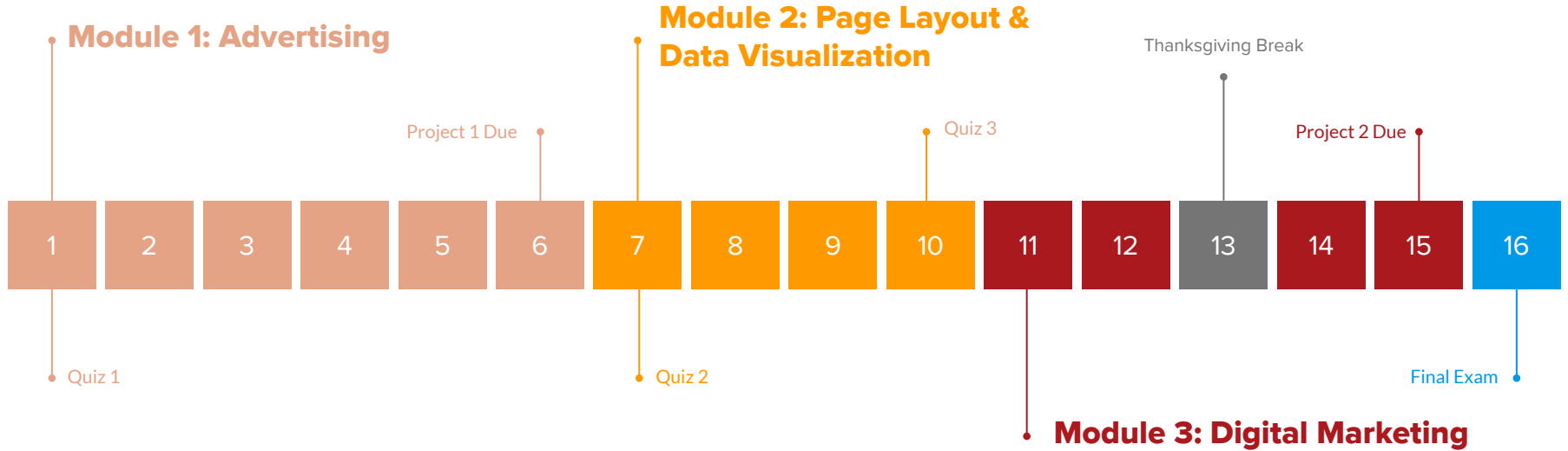
Due by 11:59pm on September 3

Pay close attention that you upload a **non-corrupt, correct file, in its correct format and naming convention to the correct discussion board thread** to avoid any last minute technical difficulties.

Submitting Assignments

- All assignments are to be completed by 11:59pm on the Sunday of the respective week unless otherwise stated in the syllabus or in your weekly emails.
- Weekly discussions are to be posted by 11:59pm on the Wednesday of the respective week. Your peer responses to the weekly discussions are to be posted by 11:59pm on the Sunday of the same week.

Schedule



FULL WEEKLY SCHEDULE

WEEK	IN-CLASS	HOMEWORK
MODULE 1: ADVERTISING		
1: Sept 28	<ul style="list-style-type: none"> Intro to MCOM 415 (Video) Design Principles (Video) Review syllabus 	Due Sunday, Sept 3 <ul style="list-style-type: none"> Discussion: Class introductions Quiz 1
2: Sept 4	<ul style="list-style-type: none"> Typography (Video) Exercise 1: Design Principles (Video) Demo: Exercise 1 (Video) 	Due Sunday, Sept 10 <ul style="list-style-type: none"> Discussion: Design Principles Exercise 1: Design Principles
3: Sept 11	<ul style="list-style-type: none"> Poster Design (Video) Exercise 2: Advertising Content (Video) Demo: Exercise 2 (Video) 	Due Sunday, Sept 17 <ul style="list-style-type: none"> Discussion: Poster Design Exercise 2: Advertisements
4: Sept 18	<ul style="list-style-type: none"> Advertising (Video) Introduction to Project 1 (Video) 	Due Sunday, Sept 24 <ul style="list-style-type: none"> Project 1: Concepts, content and sketches Discussion: Advertisements
5: Sept 25	<ul style="list-style-type: none"> Demo: Project 1 (Video) Work on project 1 	Due Wednesday, Sept 27 <ul style="list-style-type: none"> Project 1 drafts Due Sunday, Oct 1 <ul style="list-style-type: none"> Critique: Project 1 drafts Discussion: Political marketing design
6: Oct 2	<ul style="list-style-type: none"> Complete project 1 	Due Sunday, Oct 8 <ul style="list-style-type: none"> Final Designs: Project 1 Critique: Project 1
MODULE 2: PAGE LAYOUT AND DATA VISUALIZATION		
7: Oct 9	<ul style="list-style-type: none"> Color and Imagery (Video) 	Due Sunday, Oct 15 <ul style="list-style-type: none"> Quiz 2
8: Oct 16	<ul style="list-style-type: none"> Page Layout (Video) Demo: Exercise 3 (Video) 	Due Sunday, Oct 22 <ul style="list-style-type: none"> Exercise 3: Page Layout
9: Oct 23	<ul style="list-style-type: none"> Infographics and Data Visualization (Video) Watch: The Beauty of Data Visualization Demo: Exercise 4 (Video) 	Due Sunday, Oct 29 <ul style="list-style-type: none"> Discussion: Infographics Exercise 4: Infographics
10: Oct 30	<ul style="list-style-type: none"> Text and Image (Video) Demo: Exercise 5 (Video) 	Due Sunday, Nov 5 <ul style="list-style-type: none"> Exercise 5: Text and Image Quiz 3
MODULE 3: DIGITAL MARKETING		
11: Nov 6	<ul style="list-style-type: none"> Demo: Project 2 (Video) Work on project 2 sketches 	Due Sunday, Nov 12 <ul style="list-style-type: none"> Discussion: Social Media Project 2: Concepts, content and sketches
12: Nov 13	<ul style="list-style-type: none"> Work on project 2 drafts 	Due Sunday, Nov 19 <ul style="list-style-type: none"> Project 2 drafts Critique: Project 2 drafts

Grading Criteria

Projects (30%)

- Project 1: Poster Design (15%)
- Project 2: Social Media Campaign (15%)

Quizzes & Exam (25%)

- Quiz 1 (5%)
- Quiz 2 (5%)
- Quiz 3 (5%)
- Final Exam (10%)

Exercises (25%)

- Exercises 1: Design Principles (5%)
- Exercises 2: Ad Content (5%)
- Exercises 3: Page Layout (5%)
- Exercises 4: Infographics (5%)
- Exercises 5: Type and Image (5%)

Class Participation (20%)

- Discussion board participation



Have a Great Semester!
