
Syllabus

MCOM 415 (900.1234, 901.1234)
Mass Media Graphics
Fully Asynchronous

Fall 2023 (full semester)
Instructor: Sarah Azamy

Instructor

Sarah Azamy, Adjunct Professor
Mass Communication Studies
sazamy@towson.edu

Virtual Office Hours

Tuesdays 12-1pm (via [Zoom](#))

Thursdays 12-1pm (via [Zoom](#))

You may also schedule a time to meet with me individually by [emailing me](#).

I try my best to reply to emails as soon as I receive them, however, if you haven't received a reply from me within 24 hours please feel free to message me again.

Required Supplies

- We will be using Adobe InDesign, Illustrator and Photoshop in this class.
[Adobe Creative Suite for Students](#)
- Printer, ruler, markers, pencils
- Access to a high-quality color scanner
- Required Textbook: N/A

Lab Hours

Please take advantage of the computer lab or library to complete work if you do not have access to a computer at home or the appropriate software.

Course Description

The student will use technology to explore the communication potential of type, white space, information graphics, photographs and other design elements. At the end of the course, the student should be able to:

- Recognize the graphic potential of information, conceptualize graphic solutions and find the most appropriate method of packaging text and graphics.
- Select appropriate typography on the basis of mood, audience and readability.
- Select, crop and size photographs, and write captions and cut-lines to accompany them.

PREREQUISITES

- MCOM 101/MCOM 102 and junior/senior standing

CLASS FORMAT

This class will operate as an online course during the Towson University Fall 2023 semester. It consists of pre-recorded lectures, software demos, discussions, quizzes, and hands on project work.

The course is comprised of 3 modules:

- Module 1: Advertising
- Module 2: Page Layout
- Module 3: Digital Marketing

Each lecture will be recorded and posted to Blackboard. All other communication will be administered through the Blackboard discussion board and/or email. This class is a fast-paced course therefore it is essential you complete the coursework each week to ensure you do not fall behind.

Class Policies

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Grading System

Students may not attempt a class for the third time without prior permission from the Academic Standards Committee.

A	93-100
A-	90-92.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	70-76.9
D+	67-69.9
D	60-66.9
F	<60

Grading Criteria

Descriptions of each of the assignments can be found in the assignments section of this syllabus and will be posted on Blackboard in the "Content" section. All grading on projects is subject to the instructor's discretion.

It is essential to your grade that you understand the requirements and learning objectives for each module. Each assignment description is included in this syllabus. Projects are also posted with their accompanying rubric. Rubrics will be discussed during the introduction of each project. If you have questions related to the assignment, ask for clarification in the questions thread on Blackboard as soon as possible.

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

Class Policies

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Students are expected to be familiar with and adhere to university policies regarding class attendance and general conduct and behavior, including maintaining a safe and respectful learning environment in and outside classroom. Students are also expected to understand course-specific policies regarding workload, assessment, and keeping informed about the course schedule.

ATTENDANCE POLICY

Attendance policy in this course adheres to [Towson University's Attendance Policy](#).

Online attendance, like in-person attendance, is more than just logging into the course or being physically present. Attendance in any case is measured by your intellectual and active engagement with the course content, course tools, course instructor, and with other students in the course.

Students are expected to:

- **Log on to Blackboard at least three times a week**—on different days in order to completely weekly assignments, assessments, discussions and/or other weekly deliverables as directed by the instructor and outlined in the syllabus.
- **Participate in the weekly threaded discussions.** In addition to posting a response to the thread topic presented, students are expected to respond to each other and comment and questions from the instructor and/or other students. **To receive full credit for a discussion assignment, each student is required to reply to at least 5 of their peers.**
- **Communicate if there is a problem.** If you find that you cannot meet the class' minimum discussion requirements due to any circumstance, please contact me as soon as possible.

EXCUSED ABSENCES

It is the regular policy of the university to excuse the absences of students for the following reasons:

- Illness or injury when the student is unable to attend class
- Death of a family member (see the Student Bereavement Procedure on the website)
- Religious observance where the nature of the observance prevents the student from attending class
- Participation in university activities at the request of university authorities (e.g., Intercollegiate Athletics, Forensics Team, Dance Company, etc.)
- Compelling verifiable circumstances beyond the control of the student

The exceptional circumstances presented by the COVID pandemic create the potential for additional flexibility in qualifying absences as excused. Such extenuations might include: absences related to extended illness, quarantine, caring for family members, childcare (and support of children's online learning) due to school closures, or urgent job concerns related to financial need, emergency situations, or food insecurity.

[TU's COVID-19 policy](#)

Student responsibility for missed work is particularly important in the event of an absence due to an extenuating circumstance of the pandemic.

Students requesting an excused absence must provide documentation to the instructor two weeks prior to the scheduled absence when known in advance or as soon as possible when not known in advance. Absences that do not fall into any of the above categories are unexcused.

Class Policies

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DISCUSSION GUIDELINES

The discussion board should be viewed as a course forum to discuss the readings, videos, and other course-related content. Your participation in the discussions counts as attendance in this asynchronous online course. The tone of all posts should be respectful and professional in nature.

The following guidelines have been specified for participation in the threaded discussion/forum area. Each student is responsible for authoring discussion posts as well as responding to posts authored by your classmates. In the absence of face-to-face communication it's easy to misunderstand what is being said.

Participation is 20% of your grade. It is essential that everything posted to the discussion board is thoughtful, proof-read, and free of spelling and grammatical mistakes.

- Carefully review and read materials that you receive electronically to ensure that you fully understand the message
- Be sure to carefully re-read and understand what you will be sending in order to ensure that you are not misunderstood by anyone
- Avoid cluttering your messages with excessive emphasis (stars, arrows, exclamations)
- If you are responding to a message, either include the relevant part of the original message in your message, or make sure refer to the original's contents so as to avoid confusion
- Be specific and clear, especially when asking questions
- If your messages can be typed in UPPER and lower case, please use the two appropriately instead of all UPPERCASE characters
- Follow the same standards of politeness as you do in any other aspect of your life

LATE ASSIGNMENTS

Students who are absent from class are responsible for any missed work, assignments or assessments (e.g., quizzes, tests, papers, etc.). Student responsibility for missed work is particularly important in the event of an absence due to an extenuating circumstance of the pandemic. Faculty members are required to allow students with documented excused absences to make up missed work or assignments when this is feasible. Only in the case that the nature of the assignment makes this impossible, should faculty members be expected to make a reasonable adjustment of the assignment.

The grade for any assignment posted to Blackboard after 11:59PM on the assignment due date will be automatically marked late. It is essential that you keep up with the course work and submit all assignments in a timely manner. Assignments will lose a full letter grade for each day late. Graded assignments more than 3 days late will not be accepted. In such cases, a grade of zero credit will be entered.

SUBMITTING ASSIGNMENTS

Each final assignment and some draft assignments will be posted to the discussion board for a critique. Critiques will serve as your main source of feedback for projects. You will be graded for the presentation of your assignment as well as your overall participation in the critique discussion.

Pay close attention that you upload a non-corrupt, correct file, in it's correct format and naming convention to the correct discussion board thread to avoid any last minute technical difficulties. If you submit an assignment with any of the above issues, it will be graded as late until a correct file is submitted.

Class Schedule

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NOTE: This schedule may change as the semester progresses. Any schedule/due date modifications will be communicated on Blackboard and/or in class. It is your responsibility to stay up-to-date with any schedule/due date changes.

WEEKLY COURSEWORK TEMPLATE

MON	TUE	WED	THURS	FRI	SAT	SUN
Week starts	Need help? Office hours via Zoom 12-1pm	Post your response to the discussion board. Need help? Office hours via Zoom 12-1pm				Turn in any assignments due this week, including quizzes.
Watch lectures, work on this week's course content						
			Reply to your peers on the discussion board			

- 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.

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

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5: Sept 25	<ul style="list-style-type: none"> Demo: Project 1 (Video) Work on project 1 	<p>Due Wednesday, Sept 27</p> <ul style="list-style-type: none"> Project 1 drafts <p>Due Sunday, Oct 1</p> <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 	<p>Due Sunday, Oct 8</p> <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) 	<p>Due Sunday, Oct 15</p> <ul style="list-style-type: none"> Quiz 2
8: Oct 16	<ul style="list-style-type: none"> Page Layout (Video) Demo: Exercise 3 (Video) 	<p>Due Sunday, Oct 22</p> <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) 	<p>Due Sunday, Oct 29</p> <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) 	<p>Due Sunday, Nov 5</p> <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 	<p>Due Sunday, Nov 12</p> <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 	<p>Due Sunday, Nov 19</p> <ul style="list-style-type: none"> Project 2 drafts Critique: Project 2 drafts
13: Nov 20	THANKSGIVING BREAK	
14: Nov 27	<ul style="list-style-type: none"> Work on project 2 	<p>Due Sunday, Dec 3</p> <ul style="list-style-type: none"> Optional revised drafts
15: Dec 4	<ul style="list-style-type: none"> Demo: Project 2 (Video) Work on project 2 	<p>Due Sunday, Dec 10</p> <ul style="list-style-type: none"> Final Designs: Project 2
Finals	<p>Due Thursday, December 14</p> <ul style="list-style-type: none"> Critique: Project 2 Final Exam 	

Exercises

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Upload your exercise PDFs by 11:59pm on Sunday of the week the exercise is assigned. Each exercise should be uploaded using the following naming convention: "Lastname_Firstname_Ex#.pdf."

EXERCISE 1: DESIGN PRINCIPLES

Using InDesign, design 3 "Instagram" posts for the provided copy below. No color or imagery can be used here. Instead, through the use of design principles the type itself is the primary communicator.

Design your work in a 6x6 inch square.

"When the whole world is silent, even one voice becomes powerful."

- Malala Yousafzai

EXERCISE 2: AD CONTENT

Using InDesign, complete the content for the images in the example exercise template. The final products should be completed ads.

Write headlines, body copy and call to actions for each image.

EXERCISE 3: PAGE LAYOUT

Using InDesign, using the supplied text and imagery, design a magazine spread for this article. Follow the demo posted on Blackboard on how to do this.

EXERCISE 4: INFOGRAPHICS

You will be provided with a set of data, using Adobe Illustrator design 3 different creative ways to display this data.

EXERCISE 5: TYPE AND IMAGE

You will post a PDF showing the 3 different techniques shown in the demos linked in the content area:

1. Create a shadow behind text to make it more legible.
2. Create text with image inside of it using the clipping mask technique.
3. Use content aware in Photoshop to create more room in your image for text.

The content of your exercise should relate to the company you chose for project 2.

The final design needs to be in a square format. The image sizes should be 2000px by 2000px at 144dpi.

Projects

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PROJECT 1: POSTER DESIGN (15%)

Design two text-only 11×17 inch posters that raise awareness for a social problem of your choosing. Although the designs should be unique for each poster, the posters should aesthetically and conceptually work together as a singular campaign. Use the design principles to assist convey your message without the help of imagery.

Create both posters digitally using Adobe InDesign. You may only use black and white and one typeface, but you may change the weight of the font. You cannot use color or images. You can vary size and position (backwards, top to bottom, rotate, etc.) of the type to convey your message.

The posters should feature a headline, body copy and clear call to action. All the copy in the posters should be written in your own words.

REQUIRED PROJECT COMPONENTS

- **Concepts and sketches** - Write various headline and supporting content options for each poster. Then draw 10-15 sketches of the layout for each poster. Each sketch needs to include the headline and supporting copy. Post to the discussion board for feedback.
- **Rough design drafts** - Design digital versions of your chosen poster concept using Adobe InDesign. Post to the discussion board for feedback. Provide thoughtful and critical feedback to at least 5 of your peers posted drafts.
- **Final design** - Using the feedback you received from the rough draft critique discussion, design the final versions of your posters. Post the final designs—using the designated file name format—to the discussion board with your project statement.
- **Project statement** - An approx. 200 word statement about your assignment that will accompany your assignment attachment on the discussion board. Be as descriptive as possible when explaining why you made your particular design decisions (inspiration, font, color, imagery, headline, hierarchy, proximity, contrast, alignment, repetition, etc. choices). Provide thoughtful and critical feedback to at least 5 of your peers projects. Your project statement and peer critique will be graded as a part of your participation grade.

SUBMITTING PROJECT 1

You will be submitting both posters as 1 singular PDF. Final ads must be posted to the Blackboard discussion section before midnight on the deadline listed in the class schedule.

Submit the project using the following naming convention: "Lastname_Firstname_Project1.pdf"

Projects

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PROJECT 1 RUBRIC

In order to receive a 100% on this project, the following criteria need to be met:

- **Assignment Criteria (10%)** - Correct poster size, file name, file format, number of fonts, etc.
- **Sketches and Content (5%)** - Sketches and poster content were presented as clear concepts. Student presented various headline and copy concepts for each poster design. At least 10 sketches were presented.
- **Message and Persuasion (30%)** - Posters demonstrate an overt and implied message in order to raise awareness for the intended social problem.
- **Creativity (10%)** - Posters are visually appealing and extremely creative, conveying the intended message in a unique way.
- **Page Layout (25%)** - The final designs are well laid out and effectively use the principles of design.
- **Typography (20%)** - Fonts and typographic effects create a strong verbal-visual connection within the work. Font choices, hierarchy, and placement were all appropriate.

PROJECT 2: SOCIAL MEDIA (15%)

Design a set of graphics that incorporates both text and image to promote one of the following products on social media:

- EarVibez Headphones
- Sylvia's Paper Art
- African Dreamer Project

Design a graphic to promote your product on Twitter, Facebook, and Instagram. Write content that will accompany your image on each platform. Every image and caption should reflect each social media platform's specific requirements.

REQUIRED PROJECT COMPONENTS

- **Concepts and sketches** - Write various headline and supporting content options for each social media platform. Then draw 10-15 sketches of the layout for each platform.
- **Rough design drafts** - Design digital versions of your chosen post concepts using Adobe Photoshop. Post to the discussion board for feedback. Provide thoughtful and critical feedback to at least 5 of your peers posted drafts.
- **Final design** - Using the feedback you received from the rough draft critique discussion, design the final versions of your social media posts. Post the final designs—using the designated file name format—to the discussion board with your project statement.

Projects

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- **Project statement** - An aprox. 200 word statement about your assignment that will accompany your assignment attachment on the discussion board. Be as descriptive as possible when explaining why you made your particular design decisions (inspiration, font, color, imagery, headline, hierarchy, proximity, contrast, alignment, repetition, etc. choices). Provide thoughtful and critical feedback to at least 5 of your peers projects. Your project statement and peer critique will be graded as a part of your participation grade.

SUBMITTING PROJECT 2

Files should be posted to the discussion board in a zip folder titled:

"LastName_FirstName_Project2.zip"

The contents of the ZIP file should be the following:

- "LastName_FirstName_Project2_Twitter.jpg"
- "LastName_FirstName_Project2_Facebook.jpg"
- "LastName_FirstName_Project2_Instagram.jpg"

PROJECT 2 RUBRIC

In order to receive a 100% on this project, the following criteria need to be met:

- **Assignment Criteria (10%)** - Correct image size, file name, file format, number of fonts, etc.
- **Rough Drafts (10%)** - Rough drafts were presented as clear thought concepts.
- **Message and Persuasion (30%)** - Social media graphics and accompanying text demonstrate an overt and implied message in order persuade the audience to purchase the product with a high degree of effectiveness. Strategies and techniques are superb. Student thoughtfully conceptualized individual copy for each platform.
- **Creativity (20%)** - Social media posts are visually appealing, extremely creative and have the potential to go viral.
- **Graphic Layout (20%)** - The final designs are well laid out and effectively use the principles of design.
- **Typography (10%)** - Fonts and typographic effects create a strong verbal-visual connection within the work. Font choices, hierarchy, and placement were all appropriate.

University Policies

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ACADEMIC INTEGRITY POLICY

All student work including assignments, presentations, and tests must adhere to the university's [Student Academic Integrity Policy](#). The policy addresses such academic integrity issues as plagiarism, fabrication, falsification, cheating, complicity in dishonesty, abuse of academic materials, and multiple submissions. See the last page of this syllabus for the department's policy concerning plagiarism and cheating. Penalties to violation of academic integrity ranges from F for the assignment to F for the course, in addition to a report filed in the Office of Student Conduct and Civility Education.

Students are responsible members of the academic community. You are therefore obligated not to violate the basic standards of integrity. You are also expected to take an active role in encouraging other members of the community to respect those standards. Should you have reason to believe that a violation of academic integrity has occurred, you are encouraged to make the suspicion known to a member of the faculty or University administration.

Cheating means using, attempting to use, and/or disseminating unauthorized materials, information, notes, study aids, videos or other devices in any academic exercise. This includes unauthorized communication of information during an exercise or exam. Some examples include but are not limited to: Copying from another student's paper or receiving unauthorized assistance during any graded deliverable; using books, notes or other devices (e.g., calculators, phones, watches, laptops, or other internet enabled devices) when these are not authorized; procuring without authorization tests or examinations before the scheduled exercise (including discussion of the substance of examinations and tests when it is expected these will not be discussed); copying reports, laboratory

work, computer programs or files and the like from other students; collaborating on laboratory or computer programs or files and the like with other students; collaborating on laboratory or computer work without authorization and without indication of the nature and extent of the collaboration; sending a substitute to take an examination, using solutions manuals, providing exam and assignment questions to student websites or using such a website to complete an assignment and/or exam (including free or pay websites that maintain textbook and/or instructor solutions). To clarify, copying or collaborating with other students or using external resources, including other people, on any type of assignments that are expressly designed to be completed individually is cheating.

Recorded sessions and any associated materials are designated ONLY for registered students in the class. Any sharing or dissemination of recordings beyond the student body registered in the course and section constitutes a violation of privacy and may also be categorized as cheating or defamation of character (depending on the circumstance), a possible copyright infringement.

Complicity in Academic Dishonesty means helping or attempting to help another commit an act of academic dishonesty. Some examples include but are not limited to: Allowing another to copy from one's paper during an examination or test; distributing test questions or substantive information about the material to be tested without authorization before the scheduled exercise; collaborating on academic work that is expressly designed to be completed individually; taking an examination or test for another student; signing a false name on an academic exercise; or sharing assignment or exam information before, during, or after the deliverable in written, electronic, video, or verbal form. (Note: Collaboration and sharing information are characteristics of academic communities. These

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become violations when they involve dishonesty. Students should seek clarification when in doubt).

Abuse of Academic Materials means destroying, stealing, or making inaccessible library or other resource materials. Some examples include: Stealing or destroying library or reference materials needed for common academic exercises; hiding resource materials so others may not use them; destroying computer programs or files needed in academic work; stealing or intentionally destroying another student's notes or laboratory experiments; receiving assistance in locating or using sources of information in an assignment where such assistance has been forbidden by the instructor.

STUDENTS WITH DISABILITIES

This course is in compliance with Towson University policies for students with disabilities as described in <https://www.towson.edu/accessibility-disability-services/>. Students with disabilities are encouraged to register with Accessibility & Disability Services (ADS), 7720 York Road, Suite 232, 410-704-2638 (Voice) or 410-704-4423 (TDD). Students who suspect that they have a disability but do not have documentation are encouraged to contact ADS for advice on how to obtain appropriate evaluation. A memo from ADS authorizing your accommodation is needed before any accommodation can be made.

LOANER LAPTOP AVAILABILITY AND STUDENT SUPPORT FUNDS

The Office of Technology Services (OTS) has a limited number of laptops to loan to students whose personal computers are unable to run Blackboard, WebEx, Zoom or applications required by the curriculum. If you need to borrow a device, talk to your instructor; they can submit a request on your behalf.

The Towson University Foundation has created the Student Emergency Fund, which has some funds available to assist students in purchasing hotspots,

upgrading home internet, and other necessary technologies. For more information, see their website.

LIABILITY STATEMENT

In all assignments, students must comply with all laws and the legal rights of others (e.g. copyright, obscenity, privacy and defamation) and with all Towson University policies (e.g. academic dishonesty). Towson University is not liable or responsible for the content of any student assignments, regardless of where they are posted.

COFAC CIVILITY CODE AND CLASSROOM BEHAVIOR

COFAC places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors and offensive comments. Faculty have the right to define appropriate behavioral expectations in the classroom and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction.

We believe that in order to achieve these ideals, all COFAC students, staff, and faculty are expected to exhibit and practice civil behaviors that exemplify: (1) respecting faculty, staff, fellow students, guests, and all university property, policies, rules and regulations; (2) taking responsibility for one's choices, actions and comments; (3) delivering correspondence – whether verbal, nonverbal, written, or electronic – with respectful language using professional writing standards and etiquette; and (4) accepting consequences of one's choices and actions. The use of offensive, threatening

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or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog.

For online sessions, students are expected to observe common rules of netiquette (or Internet etiquette). Those rules include but are not limited to:

- Proofread your message before you hit send.
- ALL CAPITALS is the same as shouting your message, check your caps' lock button.
- Don't flame—everyone is entitled to the right to speak their opinion. Respect the opinions of others.
- Make meaningful replies. Don't just agree—say why you agree! Or disagree, as the case may be—just do so respectfully.
- Follow the TU Student Conduct Code.
- Know that students who do not follow basic netiquette rules may be suspended from discussion board use.
- It is not appropriate to post statements of a personal or political nature, or statements criticizing classmates or faculty. Inappropriate statements/language will be deleted by the course faculty

Examples demonstrating civility in the classroom as a faculty member include:

- Being respectful of the students.
- Attempting to understand individual student needs and learning styles.
- Discussing civil behavioral expectations during the first class.
- Taking time to talk with students whose behaviors negatively affect the classroom.
- Encouraging students to follow your civil behavior.

TITLE IX STATEMENT

Towson University (TU) is committed to ensuring a safe, productive learning environment on our campus that does not tolerate sexual misconduct, including harassment, stalking, sexual assault, sexual exploitation, or intimate partner violence [Policy 06.01.60]. It is important for you to know that there are resources available if you or someone you know needs assistance. You may speak to a member of university administration, faculty, or staff, but keep in mind that they have an obligation to report the incident to the Title IX Coordinator. The goal is that you feel able to share information related to your life experiences in classroom discussions and in one-on-one meetings. However, it is required for them to share information with the Title IX Coordinator regarding disclosures, but know that the information will be kept private to the greatest extent possible. If you want to speak to someone who is permitted to keep your disclosure confidential, please seek assistance from the TU Counseling Center 410-704-2512 to schedule an appointment, and locally within the community at TurnAround, Inc., 443-279-0379 (24-hour hotline) or 410-377-8111 to schedule an appointment.

WEAPONS POLICY

To promote a safe and secure campus, Towson University prohibits the possession or control of any weapon while on university property. See the university policy at <http://www.towson.edu/studentaffairs/policies/>.

PLAGIARISM

The Department of Mass Communication maintains the following policy regarding plagiarism:

1. Any words or images quoted directly from a source must be footnoted and in quotation marks. Similarly, in oral presentations, attributions must be clear.

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2. Any ideas or examples derived from a source that are not in the public domain or of general knowledge must be clearly attributed.
3. Any paraphrasing or rephrasing of the words and/or ideas of a source must be footnoted. In oral presentations, attributions must be clear.
4. All papers and presentations must be the student's own work. Papers or presentations authored by others even with their consent constitutes plagiarism unless such authorship is made to the instructor.

Any student found plagiarizing in any of the above ways will receive an automatic "F" for the assignment and may receive an "F" for the course.

In compliance with Towson University's policy on students' academic integrity, documented evidence of the plagiarism will be reported to the Office of Student Conduct and Civility Education, and a copy will be kept in the department. <https://www.towson.edu/about/administration/policies/documents/policies/03-01-00-student-academic-integrity-policy.pdf>

Last, any student discovered soliciting others to write a paper, speech, test, or other assignment for that student will receive an automatic "F" for the course.

There are ambiguities in concepts of plagiarism. Each instructor will be available for consultation regarding any confusion a student may have.

Most students are careful to avoid blatant plagiarism, the unacknowledged copying of exact words of the source. However, students must also be aware that the concept of plagiarism extends not only to wording but to patterns or sequences of ideas. If you paraphrase a section from a book without acknowledgement, using the same sequence or structure as the original author, then you are plagiarizing.

CHEATING

The Department of Mass Communication has adopted the following policy regarding cheating:

ANY STUDENT CAUGHT CHEATING ON ANY QUIZ OR EXAM WILL RECEIVE "F" ON THE QUIZ OR TEST, AND POSSIBLE "F" FOR THE COURSE.