CSRF 6377: Sport Publications & Graphic Designs  
Coaching, Sport, Recreation, and Fitness

Dr. Veronica Snow

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Recommended:  Flash Drive (16g or larger preferred)

Course Description

This is a studio course in publication design with an emphasis on production of media/recruiting guides, flyers, and brochures. This course teaches practical computer applications in the development of concept, layout and design as related to graphics, photography, and design.

Objectives include learning professional graphic design concepts in the development of projects while acquiring computer skills. Utilizing basic computer software as a tool, creatively experiment with different ideas to find exciting and challenging designs. Projects will be applicable to related areas in the sports profession and a final portfolio of projects will show proficiency. Approximately 50% of class will be lab based. Other class times may include contact with professionals in design and photography.

Graduate Institutional Learning Goals:
1. Master Knowledge and Skills  
   Students will:
   - Demonstrate advanced knowledge, skills, and values appropriate to the discipline.
   - Demonstrate the ability to work as individual researchers/scholars as well as in collaboration with others.
   - Demonstrate the ability to be creative, critical thinkers with the ability to apply new technologies as appropriate to the discipline.

2. Master Communication and Dissemination  
   Students will:
   - Be required to demonstrate advanced oral and written communication skills, as appropriate, to the discipline.
   - Demonstrate global perspectives appropriate to the discipline.

3. Master Leadership and Social Responsibility  
   Students will:
   - Comprehend and practice the ethical principles appropriate to the discipline.
   - Understand and value individual differences and have the skills for working effectively in a diverse, changing world.
Student Learning Outcomes:

Objective 1: Student will demonstrate mastery of basic graphic design techniques, including layout, content, and print photography.

Objective 2: The student will demonstrate critiquing techniques and show ability to discuss elements of design, creativity, content, and eye appeal.

Objective 3: Student will create (with a team comprised of classmates) a multipage guide for a sport entity including elements of design, photography, layout, and creativity.

Objective 4: Student will assess the different aspects of Photographs, as to the quality of the work based on criteria discussed in class.

Objective 5: Student will present all printed work to Class for Critique

Objective 6: Student will research different software available for sports publication designers and demonstrate through a presentation to class how to use, benefits, strengths and weaknesses of the platform.

Class will utilize Blackboard to collaborate on projects and communicate with classmates. Information will be made available on Blackboard.

Submission of assignments after due dates will not be accepted.

Assessments
✓ Completed e-Portfolio 55% Grade (Below are samples of what we will be producing in this class.)
  • Flyer
  • Brochure/Cards
  • Business Cards/Letter Head
  • Posters /Web page
  • Photography
  • Multipage Guide

✓ Class Participation (discussions, class workgroup collaboration) 20%
✓ Presentation on software 15%
✓ Professional development 10%

Professional Development
Must attend a professional development activity and complete community service to receive this grade. Documentation in writing explaining what you did and learned from the experience is required to be in your portfolio for credit. Also, must report volunteer activity and professional development opportunity to the graduate assistant in charge of the Student Professional Development Club.

Complete the IDEA Survey Before last class before finals.

See additional information on Graduate Learner Contract.
Attendance Policy
Unexcused absences will result in a drop in one full letter grade. Arriving to class late may result in a 20 point deduction from the final point total (for each infraction).

University Policies:

Academic Honesty
Academic honesty is expected on all work. Students are expected to maintain complete honesty and integrity in their online experiences. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU.

The Department of Kinesiology and Coaching, Sport, Recreation and Fitness Program adheres to the academic honesty statement as set forth in the Angelo State University Student Handbook (2011-2012) http://www.angelo.edu/content/files/17358-university-honor-code. The University "faculty expects all students to engage in all academic pursuits in a manner that is above reproach and to maintain complete honesty and integrity in the academic experience both in and out of the classroom setting and may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials."

Plagiarism
Plagiarism at ASU is a serious topic. The Angelo State University’s Honor Code gives specific details on plagiarism and what it encompasses. Plagiarism is the action or practice of taking someone else's work, idea, etc., and passing it off as one's own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word for word without quotation marks and the source of the quotation. We use the APA Style Manual of the American Psychological Association as a guide for all writing assignments. Quotes should be used sparingly. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list. Papers are subject to be evaluated for originality via Bb Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center http://www.angelo.edu/dept/writing_center/academic_honesty.php.

Students with Disabilities
1. “Angelo State University is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), and subsequent legislation.”

2. The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting the Office of Student Affairs, University Center, Room 112 at (325) 942-2047 or (325) 942-2211 (TDD/FAX) or by e-mail at studentservices@angelo.edu to begin the process. The Office of Student Affairs will establish the particular documentation requirements necessary for the various types of disabilities.

Reasonable accommodations will be made for students determined to be disabled or who have documented disabilities.

Student Absence for Observation of Religious Holy Days
“A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence.”

Incomplete Grade Policy (OP 10.11 Grading Procedures)
ASU policy is that incomplete grades be reserved for student illness or personal misfortune. Please contact me if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required.
Title IX at Angelo State University:
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.
You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

Online: www.angelo.edu/incident-form
Face to Face: Mayer Administration Building, Room 210
Phone: 325-942-2022
E-Mail: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: www.angelo.edu/title-ix.