

# CSRF 6377

## Sport Publications and Graphic Design

### Fall 2021



### **Instructor: Dr. Veronica Snow**

**Email:** veronica.snow@angelo.edu

**Phone:** 325-486-6354

**Office:** CHP 102

**Office Hours:** By appointment

## **Course Information**

### **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.

### **Course Credits**

Three Semester Credit Hours (3-0-0)

### **Prerequisite and Co-requisite Courses**

None

### **Prerequisite Skills**

Accessing Internet websites, using ASU Library resources, and proficiency with Microsoft Word and/or PowerPoint are expectations of the CSRF Program and CSRF 6377.

## Program Outcomes

Upon completion of the program of study for the CSRF Program, the graduate will be prepared to:

### 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

<b>Student Learning Outcome</b> By completing all course requirements, students will be able to:	<b>Assignment(s) or activity(ies) validating outcome achievement:</b>
Student will demonstrate mastery of basic graphic design techniques, including layout, content, and photography.	Student will design a flyer and a brochure (digital and print) for an event which
Given examples of flyers and brochures the student will demonstrate critiquing techniques and show ability to discuss elements of design, creativity, content, and eye appeal.	Critique classmates work and submit written evaluations.
Critique multipage designs with regard to design, creativity, content, eye appeal, and effectiveness for what it was created.	Given samples of multipage designs students will critique each and write a report

## Course Delivery

This is a face to face class currently but may move to online due to covid-19. If the course becomes completely online then the course will be delivered via the Blackboard Learning Management System. The course site can be accessed at [ASU's Blackboard Learning Management System](#)

## Required Texts and Materials

Sport Publication and Graphic Design etextbook from Skyepack.com

## Recommended Texts and Materials

None

## Technology Requirements

To successfully complete this course, students need to be able to use video capture and upload into Blackboard. Also should have the capabilities to view other videos via blackboard. Utilize Techsmith's Knowmia software online as well as Techsmith's FUSE App to capture video. Utilize Adobe Creative Cloud Programs: InDesign, Photoshop, and Illustrator

## To participate in one of ASU's distance education programs, you need this technology:

- A computer capable of running Windows 7 or later, or Mac OSX 10.8 or later
- The latest version of one of these web browsers: internet Explorer, Firefox, or Safari
- Microsoft Office Suite or a compatible Open Office Suite
- Adobe Acrobat Reader
- High Speed Internet Access
- Ethernet adapter cable required (wireless connections can drop during tests and Collaborate sessions)
- Webcam

Refer to Angelo State University's Distance Education website for further technology requirements: [Angelo State University's Distance Education Website](#)

## Topic Outline

Week 1-3: Tutorials of Programs, Design elements: Contrast, Repetition, Alignment, Proximity and Color. Create a Business Card

Week 4-6: Create a Flyer and T-shirt Design and critiquing other's work.

Week 7-9: Create a Brochure and Critiquing other's work.

Week 10-12: Creating a Poster and multi-page designed program and critiquing other's work.

Week 13-15: Create a multi-page designed program and portfolio and critique work.

## Communication

Faculty will respond to email and/or telephone messages within 24 hours during working hours Monday through Friday. Weekend messages may not be returned until Monday.

**Written communication via email:** All private communication will be done exclusively through your ASU email address. Check frequently for announcements and policy changes. In your emails to faculty, include the course name and section number in your subject line.

**Virtual communication:** Office hours and/or advising may be done with the assistance of the telephone, Collaborate, Skype, etc.

## Grading

### Evaluation and Grades

Course grades will be determined as indicated in the table below.

Assessment	Percent/Points of Total Grade
Design Elements: Business Card, Flyer Promo, Brochure, Photography, Multipage Guide.	60
Practice Discussions InDesign, Photoshop, & Illustrator	10
Critique discussions and reports	20
Professional Development/Time Mgmt/Portfolio	10
Total	100%

### Grading System

Course grades will be dependent upon completing course requirements and meeting the student learning outcomes.

The following grading scale is in use for this course:

- A = 90.00-100 points
- B = 80.00-89.99 points
- C = 70.00-79.99 points
- D = 60.00-69.99 points
- F = 0-59.99 points (Grades are not rounded up)

## Teaching Strategies

Students are expected to be “active learners.” It is a basic assumption of the instructor that students will be involved (**beyond the materials and lectures presented in the course**) discovering, processing, and applying the course information using peer-review journal articles, researching additional information and examples on the Internet, and discussing course material and clinical experiences with their peers.

## Assignment and Activity Descriptions

**\*Please note: Rubrics for all assignments and activities are located at the end of this syllabus.**

**Discussion Board Activities (Utilized when class is Online):** Discussion Boards provide an avenue for synthesis of material / information. A Discussion Board is provided in this course as a way to help students’ process course materials, express thoughts, and engage others opinions and ideas in a healthy and productive learning environment. Students are expected to respond to all discussion board assessments using the “**Online Discussion Rubric**” to support individual answers to the assigned questions throughout this course.

### Assignment Submission

All assignments MUST be printed (if face to face) and submitted through the Assignments link in the Blackboard site. This is for grading, documenting, and archiving purposes. Issues with technology use arise from time to time. If a technology issue does occur regarding an assignment submission, email me at [veronica.snow@angelo.edu](mailto:veronica.snow@angelo.edu) and attach a copy of what you are trying to submit. **Please contact the IT Service Center at (325) 942-2911 or go to your Technology Support tab to report the issue.** This lets your faculty know you completed the assignment on time and are just having problems with the online submission feature in Blackboard. Once the problem is resolved, submit your assignment through the appropriate link. This process will document the problem and establish a timeline. Be sure to keep a backup of all work.

### Late Work or Missed Assignments Policy

#### Late Work Policy

The course is set up on weekly modules. The week begins on Monday and ends on Sunday. Assignment due dates are shown on the calendar/schedule or posted within Blackboard. Late assignments are not accepted without prior approval of faculty. Faculty reserve the right to deduct points for late assignments that are accepted past the original due date.

## General Policies Related to This Course

All students are required to follow the policies and procedures presented in these documents:

- [Angelo State University Student Handbook](#)<sup>1</sup>
- [Angelo State University Catalog](#)<sup>2</sup>

## **Student Responsibility and Attendance**

**Online:** This class is asynchronous, meaning you do not have to be on-line at a certain time. There are readings which you will have to complete to be able to adequately participate in individual and group assignments. In order to complete this course successfully, you do have to participate in all course activities i.e. discussion boards, course projects, reflective logs, etc. Students are expected to engage in course activities and submit work by due dates and times. The hope is that students will make substantive contributions which reflect integration of assigned materials as well as any outside readings as appropriate. Scholarly contribution is an expectation. For planning purposes, this class will probably require a minimum of 6-9 study hours per week on average.

## **Academic Integrity**

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

The College of Health and Human Services adheres to the university's [Statement of Academic Integrity](#).<sup>3</sup>

## **Accommodations for Students with Disabilities**

ASU 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 of 2008 (ADAAA) and subsequent legislation.

Student Disability Services is located in the Office of Student Affairs, and is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student's responsibility to initiate such a request by contacting an employee of the Office of Student Affairs, in the Houston Harte University Center, Room 112, or contacting the department via email at [ADA@angelo.edu](mailto:ADA@angelo.edu). For more information about the application process and requirements, visit the [Student Disability Services website](#).<sup>4</sup> The employee charged with the responsibility of reviewing and authorizing accommodation requests is:

Dallas Swafford  
Director of Student Disability Services  
Office of Student Affairs  
325-942-2047  
[dallas.swafford@angelo.edu](mailto:dallas.swafford@angelo.edu)  
Houston Harte University Center, Room 112

## **Incomplete Grade Policy**

It is policy that incomplete grades be reserved for student illness or personal misfortune. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 [Grading Procedures](#)<sup>5</sup> for more information.

## **Plagiarism**

Plagiarism is a serious topic covered in ASU's [Academic Integrity policy](#)<sup>6</sup> in the Student Handbook. 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. 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. Resources to help you understand this policy better are available at the [ASU Writing Center](#).<sup>7</sup>

## **Student Absence for Observance 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. See ASU Operating Policy 10.19 Student Absence for [Observance of Religious Holy Day](#)<sup>8</sup> for more information.

## **Copyright Policy**

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

## **Syllabus Changes**

The faculty member reserves the option to make changes as necessary to this syllabus and the course content. If changes become necessary during this course, the faculty will notify students of such changes by email, course announcements and/or via a discussion board announcement. It is the student's responsibility to look for such communications about the course on a daily basis.

## **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](http://www.angelo.edu/incident-form)

Face to face: Mayer Administration Building, Room 210

Phone: 325-942-2022

Email: [michelle.boone@angelo.edu](mailto: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](http://www.angelo.edu/title-ix).



## Course Schedule

### Course Schedule Fall 2021

Week/Date	Topic/Assignments/Assessments DUE
<p><b>Mod 1-3 :</b> August 26 September 2 Sept 9</p>	<p><b>Welcome!</b> <b>DUE August 26 by 11:59 PM*</b></p> <ul style="list-style-type: none"> <li>● Review START HERE page</li> <li>● Review Course Syllabus and ASU Honor Code. Select “Mark Reviewed” to agree to terms of the course and ASU’s policies and access course content.</li> </ul> <p><b>Due September 2 by 11:59 pm*</b></p> <ul style="list-style-type: none"> <li>● <b>Read:</b> Modules 1-3 Textbook Skyepack.com</li> <li>● <b>Quiz :</b> Skyepack textbook</li> <li>● <b>Listen:</b> Lectures in blackboard</li> <li>● <b>Post:</b> Self-Introduction discussion board/Video</li> <li>● <b>Submit:</b> Time Management</li> <li>● <b>Prepare:</b> Complete Tutorials for Adobe Creative Cloud Programs: Illustrator, Photoshop and INDesign: Practice Photoshop and Illustrator discussions.</li> </ul> <p><b>Due September 9 by 11:59 pm</b></p> <ul style="list-style-type: none"> <li>● <b>Submit:</b> Business Card – Designed on both sides.</li> <li>● <b>Submit:</b> Flyer for Sports Promotion First Draft</li> </ul>
<p><b>Mod 4-6:</b> September 16 September 23 September 30</p>	<ul style="list-style-type: none"> <li>● <b>Read:</b> Modules 4-6 Textbook Skyepack.com</li> <li>● <b>Quiz :</b> Skyepack textbook</li> <li>● <b>Prepare: T-shirt design using Illustrator</b></li> <li>● <b>Prepare:</b> Practice Photoshop, InDesign, Illustrator</li> </ul> <p><b>Due September 30 by 11:59 pm*</b></p> <ul style="list-style-type: none"> <li>● <b>Submit:</b> Written Critique of group classmates’ Flyer Promotion</li> <li>● <b>Submit:</b> Final Promotion Flyer</li> <li>● <b>Submit:</b> T-shirt Design</li> </ul>
<p><b>Mod 7-9:</b> October 7 October 14 October 21</p>	<ul style="list-style-type: none"> <li>● <b>Read:</b> Modules 7-9 Textbook Skyepack.com</li> <li>● <b>Quiz :</b> Skyepack textbook</li> <li>● <b>Prepare:</b> Ideas for Brochure – gather information</li> <li>● <b>Prepare:</b> Tutorial using InDesign program creating brochures.</li> </ul> <p><b>Due October 14 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>● <b>Submit:</b> Submit topic for Brochure for approval</li> <li>● <b>Submit:</b> Critique of classmates T-shirt Designs</li> </ul> <p><b>Due October 21 by 11:59 pm *</b></p>

Week/Date	Topic/Assignments/Assessments DUE
<p><b>Mod 10-12:</b>            October 28            November 4            November 11</p>	<ul style="list-style-type: none"> <li>• <b>Submit</b> Final Brochure</li> </ul> <ul style="list-style-type: none"> <li>• <b>Read:</b> Modules 10-13 Textbook Skyepack.com</li> <li>• <b>Quiz :</b> Skyepack textbook</li> <li>• <b>Prepare:</b> Tutorials for INDesign, Illustrator and Photoshop</li> <li>• <b>Prepare:</b> Multipage program or guide – gather information – decide on topic.               <ul style="list-style-type: none"> <li>○ <b>Example:</b> program for a volleyball tournament with team rosters and information, schedules and tournament brackets, and advertisements</li> </ul> </li> </ul> <p><b>Due October 28 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>• <b>Post in Discussion:</b> Topic for multipage guide; Layout of guide described, information gathering plan.</li> <li>• <b>Post in Discussion:</b> Critique of Brochure for group</li> </ul> <p><b>Due November 4 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>• <b>Prepare:</b> Create a Poster - Created in the correct size and boxes with titles where information can be added and created this using InDesign.</li> </ul> <p><b>Due November 11 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>• <b>Submit:</b> Draft of Multipage Guide; pages all created and front and back cover has basic design created.</li> <li>• <b>Submit:</b> Poster Template</li> </ul>
<p><b>Mod 13-15:</b>            November 18            December 2            December 9</p>	<ul style="list-style-type: none"> <li>• <b>Read:</b> Modules 14-16 Textbook Skyepack.com</li> <li>• <b>Quiz :</b> Skyepack textbook</li> <li>• <b>Prepare:</b> Tutorials for INDesign, Illustrator and Photoshop</li> <li>• <b>Prepare:</b> Review Multipage guide information and double check all information is accurate.</li> </ul> <p><b>Due November 18 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>• <b>Post:</b> Multipage Guide in Discussion for classmates Critique</li> </ul> <p><b>Due December 2 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>• <b>Submit:</b> Final Multipage Guide</li> </ul> <p><b>Due December 9 by 11:59 pm *</b></p> <ul style="list-style-type: none"> <li>• <b>Submit:</b> Portfolio with All critiques and all copies of work.</li> </ul>

# Student Evaluation of Faculty and Course

Students in all programs are given the opportunity to evaluate their courses and the faculty who teach them. Evaluations are most helpful when they are honest, fair, constructive, and pertinent to the class, clinical experience, or course. Faculty value student evaluations, and use student suggestions in making modifications in courses, labs and clinical experiences.

Angelo State University uses the IDEA (Individual Development and Educational Assessment) system administered through Kansas State University for all course evaluations. The Office of Institutional Research and Assessment administers IDEA for the entire university, online and has established a policy whereby students can complete course evaluations free from coercion.

1. Gaining a basic understanding of the subject (e.g., factual knowledge, methods, principles, generalizations, theories)
2. Learning to apply course material (to improve thinking, problem solving, and decisions)
3. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course
4. Learning to analyze and critically evaluate ideas, arguments, and points of view

## End of Syllabus

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<sup>1</sup> <https://www.angelo.edu/student-handbook/>

<sup>2</sup> <https://www.angelo.edu/catalogs/>

<sup>3</sup> <https://www.angelo.edu/student-handbook/community-policies/academic-integrity.php>

<sup>4</sup> <https://www.angelo.edu/services/disability-services/>

<sup>5</sup> <https://www.angelo.edu/content/files/14197-op-1011-grading-procedures>

<sup>6</sup> <https://www.angelo.edu/student-handbook/community-policies/academic-integrity.php>

<sup>7</sup> [https://www.angelo.edu/dept/writing\\_center/academic\\_honesty.php](https://www.angelo.edu/dept/writing_center/academic_honesty.php)

<sup>8</sup> <https://www.angelo.edu/content/files/14206-op-1019-student-absence-for-observance-of>