

**Instructor (SECTION .004)**

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**Office**

GAB 110c

**Office Hours:**

Mondays: 3-4,

Thursdays 2-4 **And By Appointment**

(Please email for an appointment). My virtual office is always open; just email me, and I will likely respond within 24 hours, except on weekends.

**Course Description**

Welcome to **Computer Applications for Strategic Communications**. This class incorporates lectures and demonstrations with hands-on experience. You'll learn an appreciation for design and typography used by professionals in advertising and public relations. In addition, a lab experience will allow students to learn and apply core software applications used in business.

**What you will learn**

Strategic Communications is a highly technology-oriented industry. This course is designed to develop the computer and project management skills necessary to be successful in whatever aspect of the industry you've chosen, whether it is advertising or public relations. The course is divided into classroom lecture, demonstration, use of software applications and hands-on practice of techniques for producing effective communications. The classroom discussion will focus on theory, appreciation, ethics, presentation techniques and electronic networks.

Your objectives for the semester are to:

- Gain an appreciation of design, type and space as the building blocks of visual communication
- Understand the usage of various computer applications with regard to the industry
- Develop strong project management skills through critical thinking
- Raise and refine your presentation skills

You'll have the chance to learn the following software applications as they relate to your sequence:

- Microsoft Office Suite – Word / Excel / PowerPoint
- Adobe Photoshop CS5.1
- Adobe InDesign CS5.5
- HTML Code

In addition to these technical skills, you will also develop the professional skills necessary to your survival and success in both the academic and business worlds. These skills include:

- Organization
- Time Management
- Deadline Awareness
- Constructive Criticism

**REQUIRED MATERIALS:**

Mayborn Computer Applications Course Pack Readings  
**Will be located on Blackboard at <http://learn.unt.edu>**

**YOU are responsible for downloading and reading course pack content**

2 - Mac-compatible 4-8 GB USB flash drives and additional secure hard drive master storage space

### Class Communication

• Please communicate with me by email if you cannot see me during class or office hours. It's the easiest way to find me.

### Attendance

#### **First Class Day Attendance**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

- There are no unexcused absences in this class.
- This is a hands-on, skills based course, therefore it is important to attend every class and to be on time. Being late may cause a disruption of the timing of the lecture and understanding of the lab work
- If you have an extraordinary problem (visit to the emergency room, auto wreck, death in the family) that will prevent you from attending class, you **must** communicate with the instructor prior to class time. Email will be checked 30 minutes prior to class, but not after class has started. Bring a note from a doctor if you are absent due to illness. Understand that **illness is not an excused absence**
- If you're late to class, it is your responsibility to make sure that you weren't counted absent
- Three late attendances will be counted as an unexcused absence
- **If you miss class, it is your responsibility to keep up with any changes in this syllabus and additional assignments. Get to know a classmate as the instructor is not responsible for you catching up on the lecture notes**
- Any in class work missed due to an unexcused absence may result in a grade of 0. That will have an impact on your final grade
- One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

### Class Protocol

Once in the classroom, silence your cell phone and keep it packed inside your purse or backpack. When class instruction is occurring, you may not surf the web or check email; **if you do, you may be asked to leave that class and you'll be counted absent. No FOOD or DRINK is allowed in the classroom. Always bring your student ID with you to every class.**

### Evaluation

Late assignments will NOT be accepted. Deadlines are deadlines. Assignments and projects may be given a 0 if turned in later than the due date and time.

- If you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor *before* the project is due.
- No extra credit will be given in this course.

### Grading

Most grading will be given on a rubric that will show strengths and weaknesses in project categories. Grades are not negotiable. Careful consideration is given to each element of the evaluation. You are free to discuss evaluations with me during office hours. If a student wishes to review his or her grade during the semester, they must set an appointment for this so that the professor will have all materials needed.

**Academic Honesty**

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

**Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr)

**Mayborn School of Journalism Academic Integrity Policy**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

**Special Needs**

If you require an accommodation based on disability, we would like to meet with you privately during the first week of the semester to ensure that you are properly accommodated.

**Disability Accommodation**

*The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).*

**Enrollment Guidelines**

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (JOUR 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an advisor.

**Journalism Course Registration**

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. **Pre-majors** must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

**Re-taking Failed Courses**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**SETE**

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You're a critical part of our growth and success. We look forward to your input through SETE.

**Statement of Student Learning Outcomes, UNT Journalism**

Since 1969, the UNT School of Journalism effective has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 2200 in Fall 2012 will help to meet the student learning outcomes that have been checked by your instructor,

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practice.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

**Syllabus Agreement and Class Contact Form      Spring 2013**

By signing this form, I agree that I have read and understood the policies laid out in this syllabus for JOUR 3055 during the Fall Session of 2013 . I agree to follow these policies.

Printed: \_\_\_\_\_

EUID #: \_\_\_\_\_

Signature: \_\_\_\_\_

Section: \_\_\_\_\_



**IMPORTANT DATES**

August 27	First day of Classes
September 2	Labor Day Holiday Observance
November 28 – December 1	Thanksgiving Holiday
November 30 – December 6	Pre Finals Week
December 7 - 13	Finals Week

**FINAL EXAM**

- There will be no early exams given. If you miss the final, you will receive a zero for that grade
- **Final Exam will be given the last class of the semester, December 9, 2013, @ 5:00 - 7:00 p.m.**
- **Final will be held in the classroom**

**Grading weights**

Design Appreciation Quiz	10%
Type Appreciation Quiz	10%
PowerPoint Presentation	10%
Microsoft Office Test	20%
Adobe Creative Suite Test	20%
HTML Web Page	10%
Search Engine Homework	10%
Attendance/Attitude	10%

<u>Grade</u>	<u>%</u>
A	90 - 100
B	80 - 89.9
C	70 - 79.9
F	< 70

**Schedule of classes (subject to change) – Monday Class Only**

- Week #1 Introduction and overview of the course  
How this class will tie into Advertising and Public Relations  
Lecture – Design appreciation 1 & Color Theory
- Week #2 **Quiz** – Design appreciation & Color Theory  
Lecture – Type appreciation 1
- Week #3 **Quiz** – Type Appreciation  
Lecture – Microsoft Office overview  
Demonstration – Working with Microsoft Word  
In-Class Exercise – Microsoft Word
- Week #4 Demonstration – Working with Microsoft Excel  
In-Class Exercise - Microsoft Excel
- Week #5 Demonstration – Working with Microsoft PowerPoint and Keynote  
Homework assignment – Make a PowerPoint and Keynote for presentation
- Week #6 Demonstration – Working with iMovie  
In-Class Exercise – iMovie editing
- Week #7 Continue iMovie editing to completion
- Week #8 PowerPoint & Keynote Presentations  
Lecture – Adobe Creative Suite overview  
Lecture – Type appreciation 2 – Working in type in the Adobe Suite
- Week #9 **Test** – Microsoft Office  
Lecture/Demonstration – Working with Adobe Photoshop  
In-Class Exercise – Adobe Photoshop
- Week #10 Complete In-Class Exercise – Adobe Photoshop  
Lecture/Demonstration – Working with Adobe InDesign  
In-Class Exercise – Adobe InDesign
- Week #11 Complete In-Class Exercise – Adobe InDesign
- Week #12 **Test** – Adobe Creative Suite  
Lecture/Demonstration –HTML Basics and the Internet  
In-Class exercise – HTML Basics - tweaking pages  
Homework –HTML Exercise
- Week #13 Complete HTML Exercise
- Week #14 Lecture – Seek and ye will Find – How to use Search Engines  
Homework – Find five web destinations using search
- Week #15 **Final Exam**  
Hand in Homework – Find five web destinations using search