

ANGELO STATE UNIVERSITY

Coaching, Sport, Recreation, and Fitness Administration Program

CSRF 6377

Sport Publication and Graphic Design

Fall 2016

VERONICA SNOW, DSM



ANGELO STATE UNIVERSITY
Department of Kinesiology

CSRF 6377: Sport Publications & Graphic Designs

Coaching, Sport, Recreation, and Fitness

Dr. Veronica Snow

Classroom: Rasman 111

Office: CHP 102

Phone: 325-942-2173 ext. 6354

E-Mail: veronica.snow@angelo.edu

Office Hours: By appointment

Required Text: **Non-Designer's Design Book, 4/E** (ISBN -10: 0133966151)

Author: Robin Williams Peachpit press 2015

Non-Designer's Web Design Book

Authors: Robin Williams Peachpin press

Non-Designer's Photoshop Book,

Authors: Robin Williams and John Tollett Peachpit press 2012

Required: 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 for effective community engagement.

Student Learning Outcomes:

- Objective 1: Student will design a flyer and a brochure (digital and print) for an event which demonstrates mastery of basic graphic design techniques, including layout, content, and print photography.
- Objective 2: 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.
- 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: Given examples of photography, student will assess the different aspects of the quality of the work based on criteria discussed in class.
- Objective 5: Given samples of multipage designs students will critique each with regard to design, creativity, content, eye appeal, and effectiveness for what it was created.
- Objective 6: Students will demonstrate effective community engagement by reflecting on their experiences in working with community partners to produce game programs for community events.
- Objective 7: Student will present all printed work at Connect Showcase.

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

Guests Lecturers will be announced in advance. **Attendance is critical** for these class periods.

Submission of assignments after due dates will not be accepted.

Assessments

- ✓ **Completed Portfolio 70% Grade**
 - Flyer 5%
 - Brochure/Cards 10%
 - Business Cards/Letter Head 5%
 - Posters /Web page 10%
 - Photography` 10%
 - Multipage Guide 25%
- ✓ **Class Participation (discussions, class workgroup collaboration) 19%**
- ✓ **Connect! Partnership Experience (Including: Paper and Survey Completion) 5%**
- ✓ **Professional development 11%**

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 to the graduate assistant in charge of the Student Professional Development Club.

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 will 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) <https://www.angelo.edu/student-handbook/code-of-student-conduct/misconduct.php>. 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.

CSRF 6377 Sport Publications

KINE 4361, Fall 2016

Date	Wk.	Topic	Assignments/Activities/DUE Dates
Welcome! Getting Started Module & Module 1			
September 1	1	Course Orientation Read: Chapters 1-6 Non Designers Design Book Read: Chapters 1-2 The Non Designers Photoshop Book	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. DUE Sept 8 Bring Information for creating a business card to class. A logo, picture, and/or other information needed to your own unique card. Bring a few photos (a scenery, a person, an object, action, etc.) saved on a flash drive to use in class to edit.
Module 2			
September 8	2	Read: Chapters 7 & 8 Non Designers Design Book Read: Chapters 3 -9 Non Designers Photoshop Book	DUE Sept 15 <ul style="list-style-type: none"> • Edited photos (Photoshop) • Business Card Designed for class critique (Publisher or Photoshop) Spend time utilizing Photoshop to become familiar with all the tools and techniques in editing in the program. Check lab in MCS to see which computers may have Photoshop installed. Plan to spend a minimum of 3 hours outside of class working on projects each week and learning the programs.
Module 3			
September 15	3	Read: Chapters 9-12 Non Designers Design Book Read: Chapters 10-13 Non Designers Photoshop Book	DUE September 15 <ul style="list-style-type: none"> • Edited photos (Photoshop) • Business Card Designed for class critique (Publisher or Photoshop) In Class: Get approval for Flyer topic and outline information needed for flyer DUE Draft of Flyer September 22 Meet with Groups for project planning. Due dates for these will be based on community partner's need. November 1 st one will be due and another November 15 th . Others as assigned.

Module 4			
September 22	4	Read Chapters 1-3 Non Designers Web Book	<p>DUE September 22</p> <ul style="list-style-type: none"> • First Draft of Flyer – (for class critique) <p>In Class: Get approval for Brochure topic and outline information</p> <p>DUE September 29</p> <ul style="list-style-type: none"> • Final Draft of Flyer • First Draft of Brochure (for class critique) <p>Meet with Groups for project planning.</p>
Module 5			
September 29	5	Read Chapters 4-6 Non Designers Web Book	<p>DUE September 29</p> <ul style="list-style-type: none"> • First Draft of Brochure – (for class critique) <p>DUE October 6</p> <ul style="list-style-type: none"> • Final Draft of Brochure <p>Meet with Groups for project planning.</p>
Module 6			
October 6	6	Read Chapters 7-9 Non Designers Web Book	<p>DUE October 6</p> <ul style="list-style-type: none"> • Final Draft of Brochure <p>Meet with Groups for project planning. Plan on having first draft of multi-page guide complete by next week.</p>
Module 7			
October 13	7		<p>DUE October 13</p> <ul style="list-style-type: none"> • First draft of Multi page book (class critique) • Web design <p>Meet with Groups for project planning.</p>
Module 8			
October 20	8		<p>DUE October 20</p> <ul style="list-style-type: none"> • Second draft of multi-page book (class critique) • Web design <p>Meet with Groups for project planning.</p>
Module 9			
October 27	9		<p>DUE October 27</p> <ul style="list-style-type: none"> • Third draft of multi-page book (class critique) • Web design <p>Meet with Groups for project planning.</p>
Module 10			

November 3	10		DUE November 3 <ul style="list-style-type: none"> Final copy of Multi-page book for Regional Volleyball tournament SAISD – to printers! Meet with Groups for project planning.
Module 11			
November 10	11		DUE Meet with Groups for project planning.
Module 12			
November 17	12		DUE November 17 <ul style="list-style-type: none"> Final copy of Multi-page book for Basketball Program SAISD – to printers! Meet with Groups for project planning.
Module 13			
November 24	13		NO Class Thanksgiving HOLIDAY
Module 14			
December 1	14		CONNECT SHOWCASE All work must be printed professional quality and attendance at Connect Showcase to explain your projects.
Module 15			
December 8	15		DUE December 8 <ul style="list-style-type: none"> Portfolios: professionally printed copy of every project from class in notebook

Groups community partners: 1: San Angelo ISD Athletics: Programs for Volleyball and Basketball Tournaments; 2: Sports Medicine Symposium; 3: San Angelo Roller Girls and Vintage Baseball – Christmas at the Concho

Flyers, Brochures, Posters, web page, & multipage guides may all be designed for the community partner.

Group assignments will be made by the instructor. Deadlines will be a priority since our projects will be utilized by our community partner.

Guest Lecturers/Labs: Professional photographer, Professional printer, Graphic Design Professional

Class requires extensive hands on applied work and hours of dedicated time to complete projects. You must be ready and willing to work in groups to get the job completed. Scheduling time in the computer lab will become a priority. Work not deemed acceptable for print will not be used by community partner.

Professionalism is required with classmates, professor, community partners and others involved in making this class a success. Act, dress, and respond as a professional