**PR 486: Multimedia PR Content:
Introduction to Digital Design Tools
2 Units**

Fall 2023 – Thursdays – 1-3:20 p.m.
Section: 21320R
Location: ANN 308

Instructor: Jenn de la Fuente
Office Hours: By appointment only. You may schedule office hours at https://calendly.com/jrosebud
Office hours will be conducted via Zoom.
Contact Info: jdelafue@usc.edu, cell (916) 538-2133
(Please do not call or text my cell phone on weekends or late at night.)

Course Description
It's increasingly important that public relations professionals not only be good at writing for an array of audiences, but also understand basic design principles and a have fluency in digital design tools, such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. While many organizations may employ outside designers, or have an art department of their own, sometimes the task of creating smaller design collateral, such as postcards, infographics, or posters, falls to the PR practitioner. For many smaller firms, an art department or contract design help may not be available, so it is even more imperative to have a basic understanding of how to design collateral and execute these designs in the above programs. These are also important skills to have when communicating with an art department or outside designer, so you can clearly and effectively work with these parties and understand their needs.

Student Learning Outcomes
Upon completion of this course, students will be able to:

- Demonstrate a solid foundation in design best practices
- Demonstrate a basic proficiency in Adobe Photoshop, Illustrator, and InDesign and produce basic collateral using these programs
- Construct public relations campaigns that demonstrates understanding of strategic and creative planning
- Produce creative concepts that are appropriate for the audience, are aesthetically sound, and have aligned design choices
- Generate strategic presentations that showcase design decisions and creative concepts

Recommended Preparation: Familiarize yourself with the Adobe software if you haven't used it already. There are many tutorials on YouTube and within the software itself to help walk you through the basics. It's recommended you do some of these tutorials or see what offerings the Annenberg Digital Lounge (https://annenbergdl.org) have in terms of workshops.

Here are links to Adobe's tutorials:
Photoshop: https://helpx.adobe.com/photoshop/tutorials.html
Illustrator: https://helpx.adobe.com/illustrator/tutorials.html
InDesign: https://helpx.adobe.com/indesign/tutorials.html

Course Notes

All course material for this class will be posted on our class website: http://jrosebud.github.io/pr486. Please bookmark this website and check it regularly for readings and the slides from lectures. All assignments will be submitted via Dropbox, and the links to the assignment descriptions/instructions and assignment submission links will be on this class website.

Please note that physically producing and printing projects will be mandatory for certain assignments, particularly the final. Each assignment sheet will outline the submission guidelines clearly. Your instructor will make printing of certain oversize items (such as posters) available, or you may go to your local print shop / FedEx Office to do any printing. Do note that printing at any local shop or FedEx can get expensive, so please talk to your instructor if cost is a burden.

Technological Proficiency and Hardware/Software Required

No prior experience in using any design software (Adobe or otherwise) is required. However, students will need to have the Adobe Creative Cloud up and running on their own computers by the second week of class. All Annenberg students have free access to the Adobe Suite; all other students taking this course will also have free access for the duration of the course. Instructions on how to get access will be discussed the first day of class.

Description and Assessment of Assignments

All the assignments in this class will follow a semester-long theme: your own music company or podcast. Students will think of a concept -- including a name -- for their own company and create collateral throughout the semester for this company.

Assignments are as follows:

- **Company pitch:** Students must devise a name for their own record company (or podcast) and decide what the theme and musical vibe for this company will be. For example, what genre of music would this company promote, and what are some examples of artists that would be represented by this record company? What is the target audience and demographic? What kind of look and feel does the student envision for this company? For podcasts, think about what your topic of focus is and what kinds of episodes you would construct. You will be graded on your ability to explain your concept and present it, as well as how well you've considered your audience and what appeals to that audience specifically.
- **Basic branding and style guide:** Students will create a basic logo (can be type-based) for the record company. What color schemes and fonts will be used for collateral and why? You will be graded on how well you put your design together, your design proficiency, and whether the materials you put together are appropriate to your brand and your audience.
- **Promotional poster:** It's time to promote your record company with a poster. Imagine it will be plastered on the street, at music venues, at coffee shops, at record stores, or wherever it can get put up. How will the student quickly grab the attention of people and get them interested in your record company? You will be graded on how well you put your design together, your design proficiency, and whether the materials you put together are appropriate to your brand and your audience.
- **Social media graphics / promotion:** Now that you have a new company, you've got to get it out there on social media. You will create a social media campaign for your company, analyze what platforms work best for this promotion, and design all necessary graphics.
- **Final project – promotional package/giveaway:** Students will create a final promotional package to give away to inform people about their record company. Students must write all the copy for the liner notes and design it. Students will also design a CD case or other promotional packaging for a sampler of music that the record company will promote. (Note: the package doesn't have to be for a CD -- sometimes it can contain a USB drive or a digital music sampler.) You will be graded on how well you put your design together, your design proficiency, and whether the materials you put together are appropriate to your brand and your audience, and how well you are able to explain all the design decisions you made and why you chose to create your particular package.

Grading

a. Grading Breakdown

Description of assessments and corresponding points and percentage of grade.

Assessment Tool (assignments)	% of Grade
Company Pitch	10%
Design Assignments (3 total)	35%
Final Project	45%
Class Participation	10%
TOTAL	**100%**

b. Course Grading Scale

Letter grade and corresponding numerical point range		
95% to 100%: A	80% to 83%: B- (B minus)	67% to 69%: D+ (D plus)
90% to 94%: A- (A minus)	77% to 79%: C+ (C plus)	64% to 66%: D
87% to 89%: B+ (B plus)	74% to 76%: C	60% to 63%: D- (D minus)
84% to 86%: B	70% to 73%: C- (C minus)	0% to 59%: F

c. Grading Standards

"A" projects have writing near professional quality; one or no mistakes; clearly proofread and edited material. All required elements included. Excellent organization and flow; original thinking. Showed creativity in concept and great design sense and needs little revision. High end of scale: publishable today as is. Physical product shows a high degree of craftsmanship: straight-cut edges, no smudges or unnecessary creases, high print quality and construction. Could be mass-produced as is.

"B" projects require more than minor editing and have a few style or spelling errors or one significant error of omission. One or more required elements missing or poorly displayed (i.e., boring headline; confusing design, misplaced elements, etc.). Shows potential. Some creativity shown. Publishable with medium editing. Physical product may have minor flaws, such as uneven cutting on the edges, one or two crooked elements, small printing imperfections/smudges/blotches, and uneven color.

"C" projects need considerable editing or rewriting and/or have many spelling, style or omission errors. Poorly edited and/or proofread.   Hackneyed elements such as trite headline or clichés. Passive rather than active verbs become the norm. Little or no creativity shown. Mediocre concept or no real design concept at all. Publishable with major editing. Physical product is of mediocre quality and may be printed on low-quality stock. Physical product has major flaws, such as discoloration, fading, poorly cut edges, obviously crooked elements, obvious printing imperfections and smudges and appears hastily constructed without any attention to craftsmanship.

"D" projects require excessive rewriting, have numerous errors and should not have been submitted. No coherent or discernible design concept, no thought given to what design elements were used, such as color or typeface. Unable to explain design choices. Physical product needs to be completely reprinted and reconstructed.

"F" projects are not rewritable, printed in an unacceptable fashion, or not turned in. Any late assignment not turned in within a two-week period is an automatic zero.

d. Grading Timeline

Assignments will be graded and returned within two weeks from the time they were turned in. All feedback will be sent to the student via e-mail, and all any printed assignments will be returned to you by the last week of class. You are encouraged to come pick up your final projects – once you have received a final grade for them – before break; if that is not possible, other arrangements can be made.

Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be dropped one grade (10 points). Assignments that are two weeks late will be dropped two grades (20 points). No late assignments will be accepted after two weeks and are an automatic zero.

Assignments must be submitted via email or Dropbox. Your instructor will provide instructions on how to submit your files via Dropbox for projects that are too large to send via email. Digital versions are due before the class date specified. For most assignments, you will also create a physical version of your project, and that must be brought to class on the day it is due.

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

Add/Drop Dates for Session 001
(15 weeks: 8/21/2023 – 12/01/2023; Final Exam Period: 12/6-13/2023)
Link: https://classes.usc.edu/term-0231/calendar/
Last day to add: Friday, September 8, 2023
Last day to drop without a mark of "W" and receive a refund: Friday, September 8, 2023
Last day to change enrollment option to Pass/No Pass or Audit: Friday, September 8, 2023 [All major and minor courses must be taken for a letter grade.]
Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit: Tuesday, September 12, 2023
Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade: Friday, October 6, 2023 [Mark of "W" will still appear on student record and STARS report and tuition charges still apply.
*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]
Last day to drop with a mark of "W": Friday, November 10, 2023

Course Schedule: A Weekly Breakdown

A weekly schedule of the topics, readings, and deliverables for the course.

Important note to students: *Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.*

	Topics/Daily Activities	Deliverable/Due Dates
Week 1 **Date: 8/24**	Introductions, explanation of syllabus and class requirements. Basic design concepts: What makes good design? Learning which tool is best for the job: Photoshop, Illustrator, or InDesign. Vector vs. raster and proper resolution.	Make sure you have Adobe Creative Suite installed and have working versions of Photoshop, Illustrator, and InDesign. If you are not an Annenberg student, contact Annenberg TechOps and at least have the 7-day trial installed. Please have this done by the end of Week 2 at the latest. Illustrator is the first program we'll use, so definitely make sure you have that working.
Week 2 **Date: 8/31**	Identity basics: How to think about creating simple logo/word mark. The importance of sketching Basics of Illustrator: Setting up certain preferences, creating documents, learning the important tools.	**Company pitch due.** Turn in a Word doc/Google doc via email before class. You will give a brief oral presentation about your record company or podcast and what it's all about.
Week 3 **Date: 9/7**	Illustrator basics: creating documents, learning the important tools, creating basic shapes. The pathfinder tool and combining basic shapes to create more complex shapes. An explanation of vector vs. raster. Working with text and outlines in Illustrator.	
Week 4 **Date: 9/14**	Other type tools in Illustrator: Warp and type on a path. Envelope distortion. Intro to the pen tool and working with points. Tracing techniques with the pen tool The importance of packaging your files correctly!	
Week 5 **Date: 9/21**	The art of the poster. Intro to Photoshop (if time): Settings, document setup.	**Branding and logo due.** Turn in your files via Dropbox before class. You will give a brief oral presentation of your logo and branding during class.
Week 6 **Date: 9/28**	Working in Photoshop: Understanding layers and blending modes and layer styles. Type and shapes. Basic selections.	
Week 7 **Date: 10/5**	Making selections in Photoshop and learning about masks. Basic touchup techniques (clone stamp, healing brush). Effects in Photoshop.	

Week 8 Date: 10/12	NO CLASS — ENJOY YOUR FALL RECESS!	
Week 9 Date: 10/19	More retouching techniques in Photoshop. Tracing in Illustrator and making fill selections. Creating gradients.	
Week 10 Date: 10/26	Live Paint in Illustrator (if it wasn't touched upon last week). Effects in Illustrator.	**Poster due.** Turn in your files via Dropbox before class. You will give a brief oral presentation of your logo and branding during class.
Week 11 Date: 11/2	Social media graphic sizes. Pattern making in Illustrator and the repeat tools.	
Week 12 Date: 11/9	Working with brushes in Illustrator. Mockup resources	**Social media graphics due.** Turn in your files via Dropbox before class. There will be no presentation for this assignment.
Week 13 Date: 11/16	Intro to InDesign: Setting up documents, important tools, shortcuts. Basics of creating elements and adding in images, Photoshop, and Illustrator items. Text wrap and simple cutouts.	
Week 14 Date: 11/23	No class: Thanksgiving Break	
Week 15 Date: 11/30	InDesign: Setting up books and other foldouts. Paragraph styles. Parent pages and creating your own templates.	Don't forget to fill out your class evaluations!
Final Exams Date: Thursday, 12/12, 11 a.m.-1 p.m.	FINAL PROJECTS DUE!	

Policies and Procedures

Additional Policies

If you must miss a class, please give ample notice to your instructor via email. You will be responsible for catching up on any missed material and make any arrangements you need to catch up in class.

No late assignments will be accepted unless you have a medical emergency or other excused absence. Good communication is paramount!

Communication

Please make sure to check your USC email regularly. It will be the primary means of communication between you and your instructor. Most email will be responded to within 48 hours unless it's a holiday or weekend and during general working hours (basically not in the evening). If you have any questions, please feel free to email your instructor or come speak to your instructor before or after class or make an appointment.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must by unpaid and can only be applied to one public relations or advertising class.

Statement on Academic Conduct and Support Systems

Academic Conduct

The USC Student Handbook (https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf)

Academic Integrity

USC's Unifying Value of integrity is a foundational principle that inspires the community to match its values to its actions. Academic integrity is ultimately the sole guarantor of the legitimacy of one's education, and therefore, is vitally important not just for oneself, but for the entire USC community. The value of all USC degrees is negatively impacted by violations of academic integrity. In the classroom, general principles of academic integrity include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles.

Academic Integrity violations (academic dishonesty) include, but are not limited to:
Plagiarism and Cheating
- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Re-using any portion of one's own work (essay, term paper, project, or other assignment) previously submitted without citation of such and without permission of the instructor(s) involved.
- Improper acknowledgment of sources in essays or papers, including drafts. Also, all students involved in collaborative work (as permitted by the instructor) are expected to proofread the work and are responsible for all particulars of the final draft.
- Acquisition of academic work, such as term papers, solutions, or other assignments, from any source and the subsequent presentation of those materials as the student's own work, or providing academic work, such as term papers, solutions, or assignments that another student submits as their own work.
- Failure to disclose the use of generative artificial intelligence (AI) tools in completing assignments and assessments.

The USC Annenberg Public Relations and Advertising program views generative AI as an addition to USC's digital literacy tools that students are encouraged to experiment with and use inside and outside the classroom. Students

may use generative AI tools such as Chat GPT to help complete their class assignments, but must disclose such use in the bibliography section. Students are solely responsible for the accuracy of their documents, regardless of whether they were completed with the aid of generative AI.

USC School of Journalism Policy on Academic Integrity
https://catalogue.usc.edu/preview_entity.php?catoid=16&ent_oid=3459
"Since its founding, the School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an "F" on the assignment to dismissal from the School of Journalism."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - *(213) 740-9355 – 24/7 on call*
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - *988 for both calls and text messages – 24/7 on call*
The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - *(213) 740-9355(WELL) – 24/7 on call*
Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - *(213) 740-5086*
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - *(213) 740-5086 or (213) 821-8298*
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - *(213) 740-0776*

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call
Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards
The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Annenberg Student Emergency Aid Fund
https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards
Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor
Jenn de la Fuente is a web developer with a graphic design background. She has run her own business, Rosebud Designs, since 2009 and developed a variety of print and web collateral for a range of clients, from nonprofits to small businesses. Her specialty is creating custom WordPress websites, and she has teamed up with other design firms and design businesses to create solutions for clients such as Rancho La Puerta, Heal the Bay, 826 Los Angeles, and 826 National. Before starting her business, Jenn worked in sports journalism as a reporter, copy editor, page designer, and web producer for a variety of newspapers: the Orange County Register, The News Journal (Wilmington, Delaware), and The Sacramento Bee. She holds a Bachelor of Arts in Print Journalism from USC Annenberg, graduating in 2000, and has taught at Annenberg since 2014. She is an avid sports fan, longtime Trojan football season ticket holder, a huge L.A. Kings fan, as well as an avid scuba diver, hockey player and curler.