

University of North Dakota Communications Department Instructor: Jess Gowan

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Merrifield 213A



Comm 206 Digital Communications: Fundamentals

Description:

An introduction to the theory and practice of digital communication for print, online and mobile media. Course emphasis is on a holistic approach to digital design including both theoretical knowledge and software expertise. Course involves creating a series of portfolio-ready digital artifacts.

Fall 2016 Courses

Social Media Strategy

- o MoWeFr
- o 12:00 - 12:50
- o Merrifield 312

Digital Comm: Fundamentals

- o TuTh
- o 9:30 - 10:45
- o Merrifield 216

Web & Mobile Publishing

- o TuTh
- o 12:30 - 1:45
- o Merrifield 216

Interpersonal Communications

- o Online

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In this course, we will explore the following Adobe programs:

- o Photoshop
- o Illustrator
- o InDesign
- o Lightroom (Briefly)

Late work will not be accepted without prior arrangement, and course incompletes will not be given except under extraordinary circumstances. Students who do not attend the first week of classes will be automatically dropped from the class, enabling the large number of students on the waiting list to automatically register. Students are encouraged to regularly back up coursework data both in the cloud and locally throughout the semester- catastrophic data loss is not an excused rationale for late work and/or exceptions to deadlines. Plagiarism or academic misconduct will result in an F for the course.

At all times we will adhere to the UND Code of Student Life found at this link:
<https://und.edu/student-affairs/code-of-student-life/>

Office Hours

Tuesdays

- o 11:30-12:30
- o 1:45-3:00

Thursdays

- o 11:30-12:30
- o 1:45-3:00

OPTIONAL TEXT

- The Graphic Designers Digital Toolkit
 - ISBN-10: 1305263650
 - ISBN-13: 978-1305263659
 - Allan Wood
 - https://www.amazon.com/Graphic-Designers-Digital-Toolkit-Project-Based/dp/1305263650/ref=sr_1_1?s=books&ie=UTF8&qid=1471298677&sr=1-1&keywords=the+graphic+designers+digital+toolkit

Please feel free to search for texts via all online venues to maximize your book-purchasing value.

ATTENDANCE AND CODE OF STUDENT LIFE

- Students who miss both days during the first week will be dropped from the course in order to permit students on the waiting list to register.
- Class-related communication will be sent only to official UND email addresses through Blackboard.
- No late work is accepted without exception unless via. prior arrangement (assignments will no longer be available for submission on Blackboard after the date).
- Deliberate plagiarism will result in an F for the course.
- All students are understood to comply with the UND code of student conduct, including academic dishonesty policies, available online: <http://sos.und.edu/csl/>
- Incompletes are not provided for this course.
- Attendance will be taken and unannounced participation projects will be given in-class: these will be unable to be made up for students who are absent without prior notice.

GRADING

Weekly Participation & Presentations Posts -25%

Mid-Term Presentation- 25%

Final Presentation/Portfolio- 50%

IN-CLASS PRESENTATIONS/PROJECTS

- Students will show progress through in-class presentations of their work
- You will be required to present three finalized projects for your mid-term presentation
- Five projects will be required for your final presentation
- Your final projects will be published on a online portfolio

WEEKLY WORK

- You are welcome to use the UND Mobile App to participate in this class.
- Please bring your smartphones, tablets, laptops, and other technologies to class- we will be experimenting extensively with numerous technologies and these are all encouraged.
- I reserve the right to create in-class assignments for points: these will only be available to students who attend class (be sure to attend regularly).
- You may have take-home assignments.
- I may request that you participate in a UND Writing Center tutorial if I feel that your writing requires special assistance and/or if I feel that you could benefit from a personalized mentorship experience.