

**Michael L. Kent, Ph.D.**

**Gaylord College**

**Journalism and Mass Communication 3433: Public Relations Publications**

**Aug. 20–Dec. 13 | T 10:30–11:45 a.m. | Gaylord Hall 2020**

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**Course Description**

Public Relations Publications is one of the central courses for modern public relations professionals. Virtually all messages are backed up by written and/or electronic content that runs the gamut from RSS feeds and HTML, to brochures, PDFs, and reports. Professionals can no longer get by without desktop publishing, graphic design, and photo editing skills.

In order to advance in the profession and eventually move into management, professionals need to understand effective graphic design, as well as other related design aspects such as typography, paper, color, symmetry, etc.

**Objectives**

- To learn basic and advanced features of InDesign, Illustrator, and Photoshop.
- To learn principles of effective graphic design.
- To learn principles of effective typography.
- To learn how to obtain and manipulate graphics and images.
- To learn aspects of effective message design.
- To learn how to use proofreader marks and edit document effectively.
- To learn how to scan documents, make PDFs, and create effective Web content.

**Miscellaneous**

- ***Come up with a method to help me remember your name (start with a sign).***
- *Having even one spelling error will result in a zero for an assignment.*
- All readings and reading questions are due on the date indicated.
- Missed exams cannot be made up for any reason.
- Exams may only be taken early with prior permission.
- Late assignments will be discounted 10% per *calendar day*.
- If you do not have an assignment ready to turn in, don't skip class.
- Come see me in office hours with questions or for feedback before assignments are due. Office hours are there for you; you pay for them so use them.
- Familiarize yourself with Associated Press (AP) style and follow it for all assignments.

**Required Texts (Plus Readings)**

Kelby, S, & White, T. (2006). *InDesign CS/CS2: Killer Tips*. USA: NAPP Publishing. ISBN: 0321330641. \$19.79†

Krause, J. (2004). *Design basics index*. Cincinnati Ohio: How Design Books. ISBN: 1581805012. \$16.49†

Lupton, E. (2004). *Thinking with type: A critical guide for designers, writers, editors, and students*. New York: Princeton Architectural Press. ISBN: 1568984480. \$13.57†

White, A. W. (2002). *The elements of graphic design: Space, unity, page architecture, and type*. New York: Allworth Press. ISBN: 1581152507. \$16.47†

## Recommended

Diggs-Brown, B. (2006). *The pr styleguide: Formats for public relations practice (2<sup>nd</sup> edition)*. Belmont, CA: Wadsworth/Thompson Learning. ISBN: 0495006432.

Goldstein, N. (Ed.) (2006). *The Associated Press stylebook and libel manual and briefing on media law with internet guide and glossary*. New York: Associated Press. ISBN: 0917360508.

Parker, R. C. (2006). *Looking good in print (sixth edition)*. Scottsdale Arizona: Paraglyph Press. ISBN: 193309706X. \$19.79†

## Class Policies

### Formatting and Writing Expectations

Public relations is characterized by effective writing. As a result, professional writing standards are expected on all assignments. Professional standards include: correct grammar, spelling, punctuation, and careful proofreading. No spelling errors are allowed. *Having even one spelling error will result in a zero for the assignment.* Documents (papers, handouts, etc.) prepared for *this* class should be double-spaced (27 lines-per-page), have one-inch margins all around, and be written in Bookman or Bookman Old Style 11 pt. **Never use** Arial, Helvetica, Times or Times New Roman, for any assignment in my class. I will not accept it and your assignment will be late when I send you back to fix it. For your Lab sections, the font rule does not apply but the others do.

### Attendance Policy

Oklahoma University's attendance policy reads as follows: A student is responsible for the content of any course in which he or she is officially enrolled. The establishment of a specific policy concerning class attendance requirements, as well as announced and unannounced examinations, is the responsibility of the individual instructor. In other words, having an attendance policy is the prerogative of an instructor.

In the business world, attendance is an important aspect of professionalism. Indeed, "just showing up" is sometimes the most important aspect of job performance and can mean the difference between a promotion or a layoff. Additionally, attribution theory tells us that even the best employees/professors/students in the world will be perceived as slackers if they do not come to work/class. Getting all As on tests/assignments is necessary but not sufficient. Attendance is also a required aspect of class just like doing the reading and taking tests.

**Attendance Policy:** You may miss one week of classes without penalty. If you miss a third class (on a two day a week schedule), your final grade will be reduced by 5%. If you miss a fourth class your final grade will be reduced by 10%. *Missing a fifth class will result in a failing grade for the course. There are no excused absences.* Being sick, getting in an automobile accident, having your car break down, going on a job interview, attending an extracurricular event or conference, going to a funeral, getting arrested, etc., will not be excused. *Coming late or leaving early 2 times equals an absence.*

**NB:** If you plan to miss a day because of a religious holiday, you need to tell me early in the semester what day you will miss. The day *before* a religious holiday is unacceptable. All religions know the dates of religious holidays several months in advance.

The only other activities that I will excuse, besides religious holidays, are jury duty (and only if you are on a jury—some notice from the court will be required), and some *academic* conferences.

For all other reasons that you might miss class, be sure that you have not used your allotted absences so that you can afford to miss a class with no penalty when you need one.

## **Plagiarism Policy**

**Plagiarism** is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. Plagiarism also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments. *It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.*

The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own *original work* and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

*Additionally*, anytime a student or professional attempts to deceive another by pretending to do work, or take credit for work that s/he did not actually complete, including changing the font size or style, triple spacing, claiming to have submitted an assignment on time that the professor must have "lost" etc., s/he is engaging in academic dishonesty or "cheating." What you are attempting to do is no different from copying from someone else's test. The consequences of this will be just as serious as plagiarism.

**NB:** Many students are caught each semester and failed for plagiarism. If even one student in one hundred cheats, the number is too high. For students planning to graduate, plagiarizing an assignment is quite possibly the stupidest thing they could do. Do not engage in plagiarism in any form. If you are ever unsure of what constitutes plagiarism, ask me or someone else in the department. At the very least, send an e-mail out to me at two in the morning with your question to CYA and explain what you will do to try to be accurate with your citations. When you enter the business world, plagiarism will not only get you fired, but also may ruin your career and get you sued, depending upon what ideas/content you steal.

There is a very simple rule to follow in order to avoid plagiarism and never get in trouble.

**Cite everything** that is not your own words or idea. If you know that someone else said it, wrote it, or thought it, anywhere, even someone at a party, cite the source. Do this and you will never get in trouble for plagiarism.

## **OU's ACADEMIC DISHONESTY STATEMENTS**

All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the *A Student's Guide to Academic Integrity* as defined by the office of the Senior Vice President and Provost at <http://www.ou.edu/provost/pronew/content/integritymenu.html>:

"Academic misconduct includes, but is not limited to, cheating, plagiarism, fabrication and fraud. *Cheating* is "the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration." *Plagiarism* is "the representation of the words and ideas of another as one's own." Examples include: excluding others or claiming the work of others as one's own; presentation of the same material as original in more than one publication; inclusion of individuals as authors who have not made a definite contribution to the work published, and submission of multi-authored publications without the concurrence of all authors." *Fabrication* includes "the falsification or invention of any information

or citation in an academic exercise.” *Fraud* includes “the falsification, forgery, or misrepresentation of academic work, including the resubmission of work performed in one class for credit in another class” (OU Faculty Handbook, 2005).

### Calculating Grades

To calculate your overall grade throughout the semester, you simply multiply the points you earned on a particular assignment by the points the assignment was worth, add all of the points up for each assignment, and then divide by the total. For example, say you received 75% on your presentation, which is worth 10% of the course total, so you earned 7.5 points ( $.75 \times 10 = 7.5$ ). Similarly, if you received an 85% on your first exam, worth 15% of the total, you have 12.75 more points ( $.85 \times 15 = 12.75$ ). Finally, if you earned a 90% on a research paper you’d have 18 more points ( $.90 \times 20 = 18$ ). Add all of the points that you have earned and divide by the possible points for the assignments completed ( $(7.5 + 12.5 + 18 = 38.25) / 45 = 85\%$ ) to find your overall grade. Here are several samples of how to calculate your current grade:

80% (10 pts.) $.80 \times 10 =$ 8.0 pts	83% (10 pts.) $.83 \times 10 =$ 8.3 pts	86% (10 pts.) $.86 \times 10 =$ 8.6 pts
85% (15 pts.) $.85 \times 15 =$ 12.75 pts	65% (15 pts.) $.84 \times 15 =$ 9.75 pts	88% (15 pts.) $.88 \times 15 =$ 13.2 pts
88% (20 pts.) $.88 \times 20 =$ 17.6 pts	80% (20 pts.) $.80 \times 20 =$ 16.0 pts	95% (20 pts.) $.95 \times 20 =$ 19.0 pts
$(8 + 12.75 + 17.6 = 38.35) / 45 =$ <b>85.2%</b>	$(8.3 + 9.75 + 16 = 34.05) / 45 =$ <b>75.7%</b>	$(8.6 + 13.2 + 19 = 40.8) / 45 =$ <b>91.7%</b>

### Grading Scale

<b>A+</b> 98–100	<b>B+</b> 87–99	<b>C+</b> 77–79	<b>D+</b> 67–69	<b>F</b> 0–59
<b>A</b> 93–97	<b>B</b> 83–86	<b>C</b> 73–76	<b>D</b> 63–66	
<b>A–</b> 90–92	<b>B–</b> 80–82	<b>C–</b> 70–72	<b>D–</b> 60–62	



## Assignments

Assignments	Points
<b>Make a name sign for my class</b>	X/C
<b>Group Presentation I</b> (Public Relations Writing Activities)	10%
<b>Group Presentation II</b> (Color, type, paper, special effects, die cuts, etc.)	20%
<b>Exam I</b>	15%
<b>Exam II</b>	15%
<b>Exam III (Proofreading/AP style)</b>	15%
<b>Research Paper 5–7 pages</b>	20%
<b>Portfolio:</b> (Submitted in three-ring binder w/ page protectors & resume [As per <i>my</i> handouts, not what you made for someone else's class, details to be provided])	5%
<b>Total</b>	<b>100%</b>

### Lab Activities

<b>Using InDesign Tools activity</b> (2 letter pp. or 1 tabloid p., use all tools, 300 words)	5%
<b>Personal Backgrounder</b> (one page w/ 300 words of text, proper graphic, etc.)	5%
<b>Text Wrapping Activity</b> (1-2 p. layout using text wrap, 300 words)	5%
<b>Master Pages</b> (Create master pages for brochure w/ F/B covers, and 1 & 2 p. spreads)	5%
<b>Typography activity</b> (2 pages, explain features of type (leading points, etc.) & give examples)	5%
<b>Color</b> (Create a layout using spot/process color, 300 words)	5%
<b>Pen Tool activity</b> (Explain each shape/graphic and how to create)	5%
<b>Layers activity</b> (Create a food item using layers and two or more graphics)	5%
<b>Photoshop Tool Activity</b> (2 letter pp. or 1 tabloid p., use all tools, 300 words)	5%
<b>Illustrator Tool Activity</b> (2 letter pp. or 1 tabloid p., use all tools, 300 words)	5%
<b>Scanning</b> (Scan several different family images & create, a page for a holiday card, 300 words)	5%
<b>PDFs, Templates, Stationery</b>	5%

### Final Activity

<b>Poster</b> (w/ graphic, in color and B&W for Gaylord college organization/club)	10%
<b>Brochure</b> (Gaylord student organization informational brochure)	15%
<b>Newsletter</b> (Create a 3–5 page, 1,500 word, newsletter to send to relatives this year)	15%

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<b>Total</b>	<b>100%</b>
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### Journ. and Mass Comm. 3433: Public Relations Pub.

### Tentative Course Calendar

Date	Day	Activity/Reading	Assignment Due
Aug. 21	1	<b>Read:</b> Begin reading Kelby & White   <b>Overview, Introductions, etc.</b>	
Aug. 28	2	<b>Read:</b> White pp. iix–67   continue reading Kelby & White	
Sept. 4	3	<b>Read:</b> White pp. 67–141   continue reading Kelby & White	
Sept. 11	4	<b>Read:</b> Lupton: pp. Intro–60   continue reading Kelby & White	
Sept. 18	5	<b>Read:</b> Lupton: pp. 61–110   Finish Kelby & White	
Sept. 25	6	.....	<b>Exam I</b>
Oct. 2	7	<b>Read:</b> Lupton: pp. 111–173	
Oct. 9	8	Proofreading Documents online (TBA or by request)	
Oct. 16	9	<b>Read:</b> Krause: pp. 8–205	
Oct. 23	10	<b>Read:</b> .....	<b>Presentation I Begins</b>
Oct. 30	11	<b>Read:</b> .....	<b>Presentation I Continued</b>
Nov. 6	12	<b>Read:</b> Krause: pp. 206–351	
Nov. 13	13	.....	<b>Exam II</b>
Nov. 20	14	<b>Read:</b> TBA	
Nov. 27	15	<b>Read:</b> .....	<b>Presentation II Begins</b>
Dec. 4	16	<b>Read:</b> .....	<b>Presentation II Continued</b>
Dec. 11	17	.....	<b>Exam III</b>



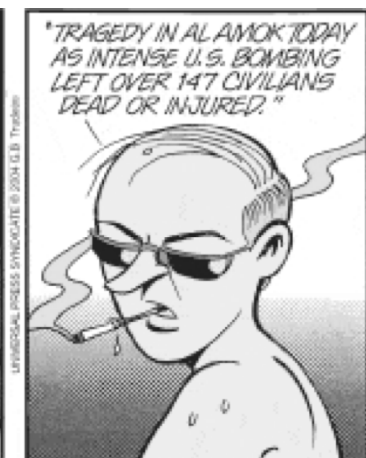
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# Get Out of Jail Free

This coupon entitles the bearer to one of the following (check box):

- Eliminate or reduce a late penalty on one written assignment (depending upon the severity of the infraction).
- Eliminate or reduce a time penalty on one speech/presentation (depending upon the severity of the infraction).
- Rewrite one assignment (not already an A- or above) within one week of it being returned.
- Make one "deal" with the instructor.



**Request (be Specific)**

**This card *may not* be used to:**

- Change the date or time of an exam.
- Obtain a makeup exam.
- Obtain additional absences.
- Eliminate an attendance penalty.
- Eliminate a late-to/early-from class penalty.
- Receive credit for work done in another class.

**This offer is subject to change without notice. Coupons must be redeemed at the time of use. This offer is non-transferable and carries no cash value. This offer does not apply to class penalties not listed in this document. The professor reserves the right to revoke this coupon at any time. Void where prohibited by law.**

\_\_\_\_\_  
**Name (print)**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**