

*Master of Arts in
Publications Design*

the handbook

The program in Publications Design focuses on the integration of words and images in fields such as professional writing, magazine editing and design, graphic design, public relations, Web design, advertising and corporate publications. In the 36-credit program you'll develop complementary skills in professional writing and graphic design as you prepare to pursue a career in a corporate or nonprofit setting, to found a print or electronic publication, or to establish your own business. Use your electives to create concentrations in writing, design, hypermedia, multimedia, or management.

In your dual capstone experience, you will develop a professional portfolio using the projects you have completed in the program, and you will work in a team to solve a major real-world design problem, as assigned by the faculty. An end-of-year competition will showcase your work and other projects in a public presentation.

program director

Dr. Stephanie Gibson
Charles Royal 303
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degree requirements

The Master's degree in Publications Design requires 36 hours of course work. You are required to take courses covering various aspects of design and writing. As you move through the program you may specialize in one of several areas, including graphic design for print; electronic design; multimedia design & production; professional writing; and the business of making things public.

Required Courses — **21 credits**, all courses 3 credits unless otherwise noted

Visual & Verbal Rhetoric / PBDS 610

Words & Images / PBDS 601 [6 cr.]

Typographic Form & Function / PBDS 645

Introduction to Hypermedia / PBDS 660

One of the following writing courses:

Editorial Style / PBDS 603

Writing for the Marketplace / PBDS 604

Public & Private Languages / PBDS 605

Craft of Popularization / PBDS 611

Art of the Interview / PBDS 691

Portfolio / PBDS 735

Seminar in Publications Design / PBDS 740

Electives — **12 credits**

We recommend that you use your elective credits to fill in your program in ways that will make your degree even more valuable to you. Take courses that will help you in the career you plan to pursue. You may also use these elective credits to create a specialization within the major – writing, print design, Web design, business, et cetera. You may also take as electives courses in Interaction Design & Information Architecture (IDIA), provided you have passed the hypermedia proficiency exam. Talk with an advisor before signing up for these classes to be sure you are prepared for each course.

Depending on your background in graphic design and/or in writing, you may be required to take a background course as a prerequisite to any other graphic design or writing courses. These would be either Workshop in Graphic Communication (PBDS 502), or Workshop in Written Communication (PBDS 501).

academic requirements

Students taking both Workshop in Written Communication (PBDS 503) and Workshop in Graphic Communication (PBDS 502) can receive credit toward graduation for only one of these courses.

Visual & Verbal Rhetoric (PBDS 610) and Words & Images (PBDS 601) must be taken during your first year in the program.

A grade of B or better is required in Words & Images (PBDS 601) for a student to be eligible to graduate from the Pub Design program. A student receiving an unacceptable grade (B- or below) may repeat the course once, using the university's repeat/replace policy. Under this policy, the grade from the second class will be substituted for the grade from the first class. If the second grade is also unacceptable the student may be asked to leave the program.

Students must maintain a 3.0 Grade Point Average to remain in good academic standing. Students who fall below this GPA will be placed on academic probation and will have 6 credits to raise their average back to the required 3.0. Students who do not raise their GPA will be suspended from the program. All communication regarding probation and suspension will come from the Dean's office. You will need to speak with Suzanne Behr sbehr@ubalt.edu regarding these problems.

Portfolio (PBDS 735) and Seminar in Publications Design (PBDS 740) are the capstone courses for the Publications Design program. They can be taken only after a student has completed all other coursework. They must be taken together and they are offered only in the Spring semester.

Students who pass the Hypermedia proficiency exam prior to taking Intro to Hypermedia (PBDS 660) may skip Intro to Hypermedia but must take an advanced hypermedia course as a replacement.

our expectations

Sometimes it's necessary to state the obvious: We expect that when you enter the Pub Design program you will already know how to use a computer, how to navigate the Internet and use email, and how to use word processing software.

We expect you to be a capable writer. Writing courses in the program are advanced courses in professional writing and you are expected to begin from a level of graduate competency.

Before you take any design classes, you must be competent in the *Adobe Creative Suite 3*. You are free to learn the software in any place and using any method you like, but instructors will expect you to know the software. We offer non-credit workshops in the three main software pieces (InDesign, Photoshop, and Illustrator) and you should make use of all of them if you need to.

This is a graduate program and you are expected to be prepared for advanced coursework in the areas we cover. If you are deficient in one or more area you may be required to take coursework in addition to the 36 credits required for the degree in order to get yourself up to par for work in the program.

Keep electronic files of everything you produce in the program. Things get lost, cars are broken into, you will need them later – all kinds of reasons.

administrative requirements

email

You have a ubalt email account (whether you want it or not). It is activated the instant you are admitted. All official mail from the University is sent to this account. Make sure that you either read this email regularly or have it forwarded to an account you do read (you can do this from the MyUB Portal). This is a University regulation and we expect you to read any email sent to this address.

contact information

If you move or change your phone number, please update your official information in PeopleSoft. Do this by going

into MyUB and following instructions for altering your information.

listservs on Astro

The Pub Design program maintains a listing of jobs and internships we receive from outside businesses. If you want to be on this announcement list here's how to sign up: go to <http://astro.ubalt.edu> and click on "Mailing Lists." On the next page, click on the list called Jobs. The subscription process has two steps – after you've done this first part you'll receive an email to which you must actually reply and then you will be on the mailing list. Once you have signed up, you can check the archives for positions that have already been posted. When you subscribe do not select the "digest" option; you will not receive the email in a timely manner if you do. If you change your email address you should change your subscription to the Jobs list. You must unsubscribe under the old address and resubscribe from the new one.

Some of your professors will be using class listservs on astro. All individual class listservs are purged at the end of the semester. You will receive a notice saying you've been dropped from the list. The class list is the listserv you've been dropped from. As long as you do not unsubscribe, you'll still be on the Jobs list.

When you graduate we'll ask you to join the PubDesignAlum listserv. You'll continue to receive announcements of interesting events and news about the program.

If you misplaced a message from any one of the astro listservs, you can access the archives for any list to which you are subscribed. The instructions came in your subscription confirmation, but you can also figure it out easily by going to astro.ubalt.edu.

But remember: Most communication from the university and from pubdesign is sent via ubalt email. You're responsible for that information. Not checking that email or failing to update your obsolete email address will not be an excuse.

registering for classes

You should register as early as possible after the date you are permitted. Classes do fill up and you do not want to be locked out of a class you've been waiting to take.

Once the class limit is reached, courses are closed. Instructors are not permitted to sign students into classes that are closed. If you are on a waiting list you will be automatically added to the course if/when a student drops the course.

You cannot be moved from a waiting list into a course that is at the same time as a course for which you are actually registered. If you want to be on a waiting list, you cannot be registered for another course occurring at the same time. Frankly, we understand that this policy is problematic; it's a function of the PeopleSoft software and not an administrative decision on our part.

You may take an internship for credit. In order to receive proper credit, you must work with the internship advisor to be sure you meet all the internship program requirements. See the Internship Guidelines section.

You may also do an independent study for credit. Follow the guidelines outlined in that section.

You may take a class at MICA (Maryland Institute, College of Art) for UB tuition. Here are the rules: you must be a full-time student (9 credits); if you are registering for nine credits worth of courses, one of those courses may be at MICA. The course you take must be a graduate course, the course must be relevant, and it must be approved by the PubDesign program director. Be aware that UB students register after MICA's preregistration; consequently, some courses fill before UB students have the chance to register for them. See the program director for proper forms.

Pay attention to the official UB calendar – it will tell you when you can register, dates for dropping/adding courses, and other important information. You can navigate to it from <http://www.ubalt.edu/template.cfm?page=126> or www.ubalt.edu/records.

All course descriptions can be found online at http://raven.ubalt.edu/classes/classes_grad.html.

possible problems

plagiarism

Plagiarism is a serious academic crime (it's one of our only crimes). The university requires that all incoming students complete the plagiarism tutorial which provides a foundation in the basic concepts underlying plagiarism. You will be blocked from registering for your second semester you have not completed the tutorial. PeopleSoft will record your completion of the tutorial and prevent or remove holds due to the plagiarism tutorial requirement. You can find the tutorial through MyUB or at <http://www.ubalt.edu/plagiarism/>.

We take plagiarism seriously here in the Publications Design program. It is illegal and unethical to use someone else's work (ideas, words, writings, artworks, et cetera) without properly crediting the source whether online, print, or other. If you are not sure whether to credit a source, or to quote or paraphrase, or to use original language, please ask your instructor in advance – or err on the side of citing the source you are using. All Pub Design instructors suspecting students of academic dishonesty will follow the university's policy for violations of academic integrity. (See UB Student Handbook for this policy.) Under that policy the consequences of plagiarism can include failing the course and/or being expelled from the university.

grade grievances

If you feel you have a legitimate disagreement with grades you are receiving it is best to talk with the professor early in the term rather than waiting until the semester has drawn to a close. In order to file an official grade appeal you need to consider the requirements below.

You may not file an official grade appeal on individual grades assigned to your work by a professor in a class. Within the class setting the professor has the final word on evaluating work and the grades assigned to work are final. Graded work is not reviewable as part of an official grade appeal.

You may appeal your final course grade if you believe that your final grade was calculated incorrectly (that is,

assigned in a way that represents a substantial and report and may finish your work, without penalty, during the following term. (Many students take advantage of the CS option. Unlike the grade of I —“Incomplete”— the CS never transforms into an F. Be aware, however, that a regular grade must be substituted for the CS before you can be approved for graduation.)

We always recommend that students attempt an informal resolution of any grade problems. Talk with your professor first. If you feel it might help, ask the program director to sit in on this discussion. You can see additional information and official policies about grade appeals at <http://www.ubalt.edu/template.cfm?page=286>. If you decide to pursue a formal grade appeal you should write a letter with specific details of your complaint. That letter should go to Dr. Jonathan Shorr, director of the School of Communications Design.

academic program advisor

Daniel Page (dpage@ubalt.edu, 410-837-6039) is the academic program advisor for the MA program in Publications Design. You should stop by his office in Charles Royal, room 300, and introduce yourself. Feel free to seek Daniel's advice whenever you have questions about the program, registration, courses, where to eat, what to eat, and generally how to navigate life at the University of Baltimore. His expert help can save much headache. He is happy to communicate with you about your academic progress on a regular and continual basis.

internship guidelines

prerequisites

If you've never worked in the field, it's often a good idea to take an internship. Before undertaking an internship in graphic design, you should have completed at least Writing and Graphics and probably Typographic Form and Function as well. There are no specific course prerequisites for a writing internship. You must work with the internship coordinator to receive credit for your internship.

credit hours

Credit for the internship is variable, ranging from 3 to 6 hours. You should expect to spend 40 hours on the job for each credit hour earned. A 3-credit internship, for example, would require your completing 120 hours of work.

arranging for an internship

We want to help you locate an internship that will contribute significantly to your professional development. We receive notices for internships (and jobs) every week and these announcements are posted on the Jobs listserv (on astro, explained above); hard copies of these announcements are also placed in the loose-leaf binder outside CR101 called “jobs.” The Career Development Center (located in the Academic Center) can also help to arrange both paid and unpaid internships for students throughout the University.

You are not required to use either of these resources. You may also find an appropriate internship on your own. You may contact companies in which you have an interest and discuss the possibilities of an internship with them. An internship should provide you with professional experience, working in an area of interest. As you interview at companies for internships telling them what you have to offer the company, you should also be interviewing them about what they can offer you.

When you have identified an internship opportunity in which you are interested, you should clear it with the internship director. The next step is to ask the person who will serve as your on-site supervisor to write a letter to the director, confirming your arrangement for an internship and describing your responsibilities. You should also explain to your supervisor that he/she will be expected to write a letter evaluating your performance when the internship has been completed.

registering for the internship

Though most students are officially registered for an internship during the term when they begin their work

internship during the term when they begin their work experience, you may wait to register until after you have started work, or even until after you have completed the necessary hours (provided you have been consulting with the internship advisor during your time at the internship).

If you have not yet begun work at the time that you register, it is usually a good idea to fill out a form entitled “Petition for ‘Continuing Studies’ Grade” (available from the internship director). Then if you are unable to complete all the requirements of the internship before the end of the term, you will receive a CS on your grade

keeping in touch

If you encounter any significant problems during the course of your internship—if, for example, you find yourself being used as a “go-fer”—you should inform the program director. Even if the internship is progressing smoothly, you are encouraged to consult members of the faculty for advice and appropriate assistance.

completing the requirements

While you are working, you should keep a detailed log of the various activities in which you have participated. You should also keep copies of drafts and finished versions of your work.

When the internship has been completed, you should submit to the internship director a report which contains

1. A descriptive summary, based on your log, of the tasks you were involved in;
2. A case study (approximately 1000 to 1500 words long) of a project or series of projects in which you were directly engaged, including an analysis of audience, purpose, strategies, constraints, etc., and an evaluation of the effectiveness of the finished product or products;
3. An overall evaluation of your internship experience, focusing on what you learned, what you might have done differently and why, etc.;
4. Copies of drafts and finished products, attached as appendices.

grading

Your grade will be based on your report and your supervisor’s evaluation of your performance. (It is your responsibility to make sure the internship director receives the evaluation.) The report should be clear and well organized, should document the internship experience thoroughly, and should provide evidence of substantial accomplishment and professional growth.

independent study

If you wish to do an independent study you must first find a faculty member who will work with you on the project. You must also design a project on which you plan to work. The project should require the equivalent of three credits worth of work, at least 75 hours of work per week or about 105 hours for the semester. The conceptualization of the project is up to you. Although professors usually do not have projects for which they require students, occasionally they will so it never hurts to ask.

Under the mentorship of the faculty member you should write a brief proposal for the independent study that you will submit to the program director. After the faculty member you are working with and the program director have approved the proposal you may proceed to register for the independent study. If you are planning to do an independent study you should take into account the timeline of this proposal and registration process to make sure that you are ready to register for the independent study before the semester begins.

Keep in mind that faculty members are not always available to work on independent studies so don’t make assumptions about whether or not you’ll be able to do one with any particular professor at any particular time. Your best bet is to ask.

courseload

Most students in the Pub Design program take a part-time load of six credits per semester (two courses). You may take one course a semester if you wish. But be aware that graduate credits expire after seven years. If you are still working on your MA degree seven years after you

began, you will be asked to write a letter or explanation requesting that you receive an extension to complete the program.

Full time students take nine credits a semester. Graduate work is considerably more demanding than undergraduate work. If you wish to take more than nine credits you will need to discuss your plan with Daniel Page, the academic advisor. If you are working full time you will not be permitted to take 12 credits in a single semester.

probation & suspension

As mentioned before, you must maintain a 3.0 Grade Point Average to be a graduate student in good standing at the University of Baltimore. If you earn a grade that drags your GPA down, you must earn a correspondingly better grade in another course to raise your GPA. If your GPA falls below 3.0, you will be placed on probation for one semester which you should use to raise your GPA. If you do not raise your GPA you may be suspended – our plan is to help this not happen.

If you fear your GPA is in danger of falling below the required standard (or you find that it has already happened) you should seek advice as soon as possible from Daniel Page. Daniel will be able to help you think about possible courses of action. We want you to succeed here in the Pub Design program and we want to offer as much help as is possible.

University policy is that you may repeat any course in which you have received a grade of C+ or below, however you may replace only one grade. Using Repeat/Replace you may retake one course and use the grade from your second time through to replace the first grade you earned.

Because the Pub Design program does not have comprehensive exams, as most MA programs do, we require a grade of B or better in Words & Images (PBDS 601). Remember, if you earn an unacceptable grade in this class (B- or below), you may repeat the course once using the repeat/replace policy.

completing the program

portfolio

Half of the capstone experience is the Portfolio class (PBDS 735). In this class we will help you produce just the portfolio you need to get the job you want. In order to build your portfolio it is essential that you save all the work you produce throughout the course of your academic career in the Pub Design program. You should save working copies of all the work you do in all your classes. At the outset of the Portfolio class you and the professor will review all your work to determine what best fits in the portfolio you will be producing and how you will revise it to bring it up to Portfolio standards.

reception

The Pub Design program gives a reception for graduates during the week before graduation – often the day before graduation. All graduates will receive ten invitations that they may distribute as you like. We invite all current and past students to join us. At the reception we will announce awards earned by Seminar projects and the Ampersand Award, given to the graduate who most exemplifies the concept of the program of integrating professional writing and graphic design.

archives

The Pub Design program often likes to display work done by former students. Occasionally you will be asked by professors for either electronic files of your work or a printed and mounted finished product (or both). We appreciate your participation in the archiving of the program.

graduation

The semester before you plan to graduate we recommend that you write to the academic advisor and ask him to

check your transcript to make sure you're on track to complete the program. You should send him an email with your ID number and the courses you plan to take in your final semester. He will reply to you as soon as he's able to do the checking.

The semester you plan to graduate, you must apply for graduation. All the information you'll need is on the general UB Web site at www.ubalt.edu/template.cfm?page=482. You must apply during the first week of classes of that semester to avoid any late fees.

your subscription to the PubDesignAlum list. You must unsubscribe under the old address and resubscribe from the new one.

Welcome to the long list of Publications Design alumni. We hope you'll help spread the word.

stay in touch

Please let the program director know where you land after you graduate. We want to know how you're doing and how the program has helped you. We also want advice on how to keep the program current so we rely on your input from the field. We hope you'll find yourself in a position to hire other writers and designers and will send job announcements for us to send out to our students and graduates. We want to invite you to the year-end reception so you can see what your fellow Pub Designers are doing.

You may remain on the Jobs list on astro as long as you like. We hope you will also sign up on the PubDesignAlum list on astro so we can stay in touch with you. You'll receive announcements of events, requests to participate in activities, and information about developments in the Pub Design program. We want to keep you involved. Remember how to sign up on an astro list: go to <http://astro.ubalt.edu> and click on "Mailing Lists." On the next page, click on the list called PubDesignAlum, and put in the email address you will be using (your ubalt address will lapse after you've graduated so don't use that one). Remember that the subscription process has two steps – after you've done this first part you'll receive an email to which you must actually reply and then you will be on the mailing list. Again, don't select the "digest" option; there simply won't be enough mail for it to come to you in any timely fashion this way. If you change your email address you should change

notes
