

MCOM 2625 - Communication Technologies: Aesthetics and Design

Fall 2026 Syllabus, Section 01, CRN 42637,

Credit hours: 3

Instructor

Trevor Ivan

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Public Instructor Information

Instructor Title: Professor Trevor Ivan

Instructor Professional Qualifications: B.S., Newspaper Journalism, Kent State University; M.A., Journalism Education, Kent State University

Instructor Office Location: 108 Meshel Hall

Instructor Office Phone: 330-941-3631 (Department of Strategic Communication & Media office)

Course Description

2625. Communication Technologies: Aesthetics and Design. Focus on the way visual and design elements are used to conceive, produce, and critique mediated messages. Includes the study of design principles using light, color, space, sound, motion, and mise-en-scene for print, video, and film messages. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Design for Media: A Handbook for Students and Professionals in Journalism, PR and Advertising. Edinburgh: Pearson. (Free via YSU Maag Library and also linked to course Blackboard page)	Hand, D. & Middleditch, S.	

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Course intro; good & bad design	
Thu	8/27	Understanding the basics of aesthetics & graphic design	Skim Chapter 1 Design for Media
Tue	9/1	Basic history of print media & advertising	Skim Chapter 2 Design for Media
Thu	9/3	Basic history & development of web and mobile technologies	Skim Chapter 3 Design for Media
Tue	9/8	The responsibilities of a graphic designer	
Thu	9/10	Foundational design rules & principles	Chapter 4 Design for Media (print media only); Chapter 5 Design for Media
Tue	9/15	Information hierarchy; begin color theory	Chapter 8 Design for Media
Thu	9/17	Continuation of color theory	Chapter 6 Design for Media
Tue	9/22	Typography	
Thu	9/24	Typography	
Tue	9/29	Project 1 planning	
Thu	10/1	Project 1 work day	



Tue	10/6	Project 1 work day	
Thu	10/8	Project 1 work day Brief intro to light and photography	Chapter 7 Design for Media
Tue	10/13	Storytelling with visuals; photo composition	
Thu	10/15	Photo illustrations; alternative story forms; social media graphics	Chapter 9 &10 Design for Media (print media parts)
Tue	10/20	Photo ethics	
Thu	10/22	Project 2 planning and workday	
Tue	10/27	Technical aspects of photography (camera settings) Project 2 work time to finish class	Midterm exam due by 11:59 p.m. on Blackboard
Thu	10/29	Resolution, resizing, resampling Project 2 work time to finish class	
Tue	11/3	Megapixels, histograms, and other photo editing principles Project 2 work time to finish class	
Thu	11/5	Color correction, Levels and Curves menus Introduce Project 3; Project 2 & 3 work time to finish class	
Tue	11/10	Project 2 & 3 work day	
Thu	11/12	Web design principles Introduce Project 4	Chapter 4, 5, 9 & 10 Design for Media (web parts)
Tue	11/17	Web design principles	
Thu	11/19	Project 2, 3 & 4 work day	
Tue	11/24	Project 2, 3 & 4 work day	
Thu	11/26	No class~Thanksgiving Day	
Tue	12/1	Project 2, 3 & 4 work day	
Thu	12/3	Project 2, 3 & 4 work day	
Thu	12/10		Final Exam due by 11:59 p.m. on Blackboard

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.