

Visual Journalism J3220 Syllabus

Section: 15CB

Semester: Fall 2013

Class meeting time: Tuesday and Thursday from 4:05-6 p.m., Matherly 107

Instructor: Andrea Hall

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Phone number: ??

Office Hours: TBA and by appointment

Office: Weimer Hall G038

Class Twitter hashtag: #UFJ3220

Course Overview

In this course, students will learn how words and visuals work together to create stories and explore new ways of presenting content digitally. The course will cover the basics of visual journalism, including typography, layout and design, photography, interactive graphics and multimedia. Students will have an opportunity to build a foundation in design and visual storytelling, which are essential as journalism and all industry become more reliant on digital media. Students will learn Adobe InDesign and Photoshop, Mag+, Google Fusion Tables and iMovie to help them produce projects that communicate content and ideas visually.

Course Materials

The required texts for this course are:

White space is not your enemy:

A beginner's guide to communicating visually through graphic, web and multimedia design

By Rebecca Hagen & Kim Golombisky

Second edition, 2013

ISBN 978-0-240-82414-7

Thinking with type:

A critical guide for designers, writers, editors, and students

By Ellen Lupton

Second Edition, 2010

Outside reading may be assigned in addition to these texts. The instructor will make those available to students at little to no costs.

Visual Journalism? That is the question

What is visual journalism? In its most basic definition, it is combining words (text or audio) with images in a strategic manner that conveys the information in a digestible

format. It can be used to direct the reader's eye. It can help to draw the audience in. And it keeps the audience interested.

This semester we will continue to build on this definition, as we look to the future of online and mobile devices for journalism as well as learn the foundations of visual communication.

What you will learn

Below are some of the objectives you can expect to master successfully from taking this class:

- To define the universal principles of design
- To define the characteristics of type
- To discuss storytelling with visuals
- To edit and tell a story with photography
- To record and edit audio
- To shoot a video story
- To create story boards for ideas
- To edit and produce a video story
- To design a page in InDesign
- To design for a mobile device
- To organize data visually
- To create an interactive map
- To critique visuals

Evaluation

A lot of this course will be evaluating design and learning skills, so it is a project- and participatory-based course. This means students will be required to complete and discuss their projects as well as critique other students' projects and professional visual journalism examples in class and through a weekly blog.

- Four projects: 600 points
- Six quizzes (20 points each/drop lowest): 100 points
- Five exercises (10 points each): 50 points
- Five homework assignments (10 points each): 50 points
- Blogging: 100 points
- Class critiques: 50 points
- Participation: 50 points
- Total points: 1,000 points

Course projects

- Project One (100 pts): Mobile Design (Mag+)
- Project Two (100 pts): Photography and Audio (Photoshop, Audacity and Soundslides)
- Project Three (150 pts): Multimedia Storytelling (iWeb)

Final project (250 pts): Mobile magazine/site using all the skills from the semester, including design fundamentals, photography, audio and video.

Exercises

Some skills will be taught through guided in-class lab days that will aid students with projects. These will include a graded assignment that is completed and submitted during the class. These are opportunities to practice skills that will later be used for the larger design projects. If extra exercises are added, instructor will adjust grading rubric as needed.

Grading Scale

100-94: A
93-90: A-
89-87: B+
86-84: B
83-80: B-
79-77: C+
76-74: C
73-70: C-
69-67: D+
66-64: D
63-60: D-
59 or lower: F

Equipment and Software:

Students must bring their laptops to class on days marked **Lab Day** on the syllabus during the semester unless otherwise stated by the instructor. Students may bring laptops on days not marked **Lab Days** if they will be using the device for notes. Other technologies, such as cameras and recording devices, will be used during some classes. The instructor will specify as those classes approach.

As stated by the University of Florida's College of Journalism and Communications website (<http://www.jou.ufl.edu/academics/bachelors/journalism/equipment-requirement/>), all students registered for this class are required to have a MacBook Pro laptop. Students will also need an audio recorder with at least a 2GB SD card and a digital point-and-shoot camera with video and sound capability for. A more advanced digital camera with video capability and high definition is preferred. Please consult the website to make sure your equipment is up to date.

Students will also need Microsoft Office, Adobe CS Design Premium, Audacity, Soundslides Plus and iMovie.

The instructor is also requiring all students to have a Google account for this class and to download the free Mag+ plugin for InDesign. Other subscriptions may come up as the class goes on. The instructor will give students plenty of notice for other downloads.

Virtual Lab

This section of the course will involve hands-on time with the programs in class, but there is only so much time. For additional software training, University of Florida students are eligible for a free subscription to Lynda.com. Go to <http://www.it.ufl.edu/training/> and click on the yellow Lynda.com logo on the right side of the screen to register. Note: Not all programs taught in this course will have tutorials on Lynda.com because they are newer skills. Journalism and its skills are constantly evolving.

Attendance:

You are expected to attend every class. The course is designed around earning points through in-class quizzes, discussion, exercises and critiques. Material shown and discussed in lecture may provide inspiration for projects and be on quizzes. Information presented by guest speakers will also be fair game for quiz material. If you miss class, it is your responsibility to find out from one of your classmates what you missed and get any notes or learn any skills. If you missed an in-class exercise or quiz, no make-up will be allowed. (See Assignments)

Tardiness:

Please be on time for class. It is unacceptable to be late to work, and it will be seen as equally as rude to be late to class. Repeated tardiness will result in points being deducted from participation points.

Cell phone and Laptop Policy

Please be respectful. Turn your cell phone to silent during class, or off if you seem to get distracted by it easily. Laptop use should only be to take notes or participate in learning new skills. Playing on Facebook, G-chatting or any perusing of the web, in general, is disruptive to your learning ability and those around you. If there is an issue, student will be asked to close laptop and watch lesson or be asked to leave.

Assignments

No make-ups will be given for group critiques, in-class exercises, quizzes or homework assignments.

All assignments will feature a deadline. Students are expected to abide by the deadline and method for submitting the assignment. Projects that are turned in late will be penalized. For each day that it is late, the student will be knocked down one letter grade (For example, if a student turns a project in the same day but late, the highest grade it will receive is a B. By the next day, the highest grade will be a C.) No projects will be accepted after three days.

Remember: **Technology tends to fail at the last minute. Work ahead of time and save often.** Excuses such as, “My project wouldn’t upload” or “I lost my jump drive” will not be acceptable.

Make-up work will only be allowed under extenuating circumstances, such as a serious illness, accident or death of a loved one. These are outlined in the University Catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>). Requirement for class attendance and requirements related to make-up work is consistent with the university’s policies. Please contact instructor within 24 hours of missed class if you have a legitimate absence.

Facts and Grammar

This is a journalism course. It should be treated as such. All facts need to be correct, this includes wrong facts and statistics, misspellings of proper names and misquotes. Students need to use spell check and proofread for subject-verb agreement, punctuation and general issues. Mistakes may result in a letter grade or more being deducted from final grade.

Academic Integrity

UF students are bound by The Honor Pledge, which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Please read it here if you have any concerns about a project or assignment you are working on or turning in:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Special Assistance

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Counseling and Mental Health Services

College can be overwhelming, and the university provides many resources. Below is the contact information for some of those services:

Counseling and Mental Health services: 392-1575,

<http://www.counseling.ufl.edu/cwc/Default.aspx>

UF Police Department: 392-1111 or call 9-1-1 for emergencies

Online Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Class schedule

This is a basic outline of the semester. However, it is subject to change as the instructor feels is necessary. Students will be notified of these changes immediately.

(Note: On days marked LAB DAY, students are required to bring laptops and/or other technology listed in the syllabus or specified by instructor)

Week 1: Introduction

Thursday, Aug. 22

Course introduction (Syllabus/text books/technology)
What is Visual Journalism? Discussion
Examples of “cool” visual journalism

Week 2: Intro to Design

Tuesday, Aug. 27 (½ Lecture, ½ Lab Day)

What is Design (Chp. 1)
Overview of the core elements to beginning design (Chp. 3)
Lab: Introduction to InDesign

Thursday, Aug. 29 (Lab Day)

What makes good and bad design (Chp. 4)
Lab: Building first magazine spreads
HW: Bring in an example of good design and an example of a bad (or just-not-great design to share with class on Tuesday, Sept. 3.

Week 3: Seven Elements of Design

Tuesday, Sept. 3 (½ Lecture, ½ Lab Day)

Cultural importance of design
First three elements: Space, line and shape (Chp. 5, first half)
Discuss good and bad designs brought into class
Lab: Design an “About Me” spread. Please bring in digital images to use for this class in your design. Photos need to be clean: no alcohol, drugs or nudity, please!

HW: Bring in your favorite magazine (maybe a couple of issues) to class. It must have a department page. Examples: People's Scoop, Instyle's Steals and Deals. Please, no "The New Yorker" magazines, even if it is your fav.

Thursday, Sept. 5 (½ Lecture, ½ Lab Day)

Design quiz (1)

Living on and off the (design) grid

Basics of grids

Final four elements, size, pattern, texture and value

Present "About Me" pages to the class

Lab: Create a magazine department page that follows a grid

HW: Finish magazine department page that follows grid. Turn in Tuesday, Sept. 10 for class critique.

Week 4: Seven Principles of Good Design and Typography, Part I

Tuesday, Sept. 10 (½ Lecture, ½ Lab Day)

Discuss all seven principles of design (Chp. 5, second half)

Look at designs that live (or die) by the principles

Introduction to typography (Chp. 8 & TWT pg. 36-51, pg 68-71)

Lab: Introduction to Mag+

HW: In teams of two, find the six races of type and take pictures. Bring the images on your computer/camera to class Thursday.

Also, bring your Department page InDesign file back (including image files)

Thursday, Sept. 12 (¼ Lecture, ¾ Lab Day)

Typography (TWT pg. 72-83)

In-class exercise using type

Second Tutorial on using Mag+

Turn your magazine department page into a Mag+ page

Week 5: Typography, Part II/ Designing for the small screen

Tuesday, Sept. 17 (½ Lecture, ½ Lab Day)

Watch short documentary on advertising and type

Watch clips from "Helvetica" the documentary

Lab: Tutorial on using layers in Mag+

Turn your department Mag+ Design into one with layers

Thursday, Sept. 19 (½ Lecture, ½ Lab Day)

Typography quiz (2)

Introduction to designing for the small screen

Print v. Digital design

Examples of digital magazines, newspapers, sites for tablets

Lab: In-class exercise using type
Adding photo/multimedia to your Mag+ designs

Week 6: Introduction to Photography

Tuesday, Sept. 24 (¾ Lecture, ¼ Lab Day)

Intro to photojournalism

Basics of photography (Chp. 9)

HW: Email an example of a recent news photo for Thursday that you like and how you felt it added to the story

Lab: Push out initial designs to iPad
(If you have an iPad, please bring it to class today)

Thursday, Sept. 26 (Lab Day)

Intro to Photoshop

Bring cameras

Taking photos, uploading them and editing

***** **Sunday, Sept 29 @ 11:59 p.m.: PROJECT ONE IS DUE** *****

Week 7: Photojournalism, Part II +Adding Audio

Tuesday, Oct. 1 (Lecture)

Intro to photo editing

Famous news photos, what makes them great?

Photo editing in-class exercise

Thursday, Oct. 3 (½ Lecture , ½ Lab Day)

Enhancing photos with sound

Examples of photo and audio working together

Bring a recorder, and get ready to practice your broadcast voice

Short tutorial on using audacity

Short tutorial on Soundslides

HW: Submit two proposals for photo stories with audio by Sunday, Oct. 6 by 11:59 p.m. via email to Andrea

Week 8: Photojournalism, Part III

Tuesday, Oct. 8 (Lecture)

Photo editing for different types of publications

Photo ethics

Guest speaker via Skype

Thursday, Oct. 10 (Lab Day)

Photo/audio quiz (3)
Work day for Project II

(Days could be switched up depending on availability of guest speaker for photography)

***** **Sunday, Oct. 13 @ 11:29 p.m.: PROJECT TWO IS DUE** *****

Week 9: Video multimedia

Tuesday, Oct. 15 (Lecture)

Introduction to video storytelling
Creating a story board
Types of video clips, working with audio
Examples of good video stories
HW: Create a story board around a theme designated by instructor

Thursday, Oct. 17 (Lab Day)

Students present initial story boards, discuss challenges
Tutorial on how to use editing software
In groups, students will storyboard first video project to film over the next week
HW: Email 2 pitches for video story by Sunday, Oct. 20 at 11:59 p.m. to Andrea

Week 10: Video multimedia, Part II

Tuesday, Oct. 22 (Lecture)

Techniques lesson: Lighting
Interviewing for audio/video
Students present storyboards for project III in small groups
Due: Print out of pitches and two storyboards

Thursday, Oct. 24 (Lab Day)

Video quiz (4)
Students present group video projects for critique
HW: Pitch and storyboard of final video project due Sunday, Oct. 27 @ 11:59 p.m. via email to Andrea

Week 11: Video multimedia, Part III

Tuesday, Oct. 29 (Lab Day)

Work day for Project III

Thursday, Oct. 31 (Lab Day)

Work day for Project III

***** **Sunday, Nov. 3 @ 11:59 p.m.: PROJECT THREE IS DUE** *****

Week 12: Infographics, Part I

Tuesday, Nov. 5 (Lecture)

Introduction to infographics
Types of infographics
Examples of infographics across media

Thursday, Nov. 7 (½ Lecture , ½ Lab Day)

Choosing and evaluating infographics
Introduction to Illustrator
Using Illustrator/InDesign together
HW: Create a small infographic

Week 13: Infographics, Part II

Tuesday, Nov. 12 (Lecture)

Interactive infographics
Maps, Charts and Tables
Data visualization using infographics
Good examples of data visualization

Thursday, Nov. 14 (Lab Day)

Infographic quiz (5)
Introduction to Google Fusion
Make first interactive maps
*Must have a Google account for this class, no exceptions
HW: Create an interactive map of your class schedule

Week 14: Infographics, Part III

Tuesday, Nov. 19 (Lab Day)

Make-up quiz (6) – if you want to drop a quiz grade or missed a quiz
Create sortable interactive maps with data provided
Final Project Work Day!

Thursday, Nov. 21 (Lab Day)

Final Project Work Day!

Week 15: Final Projects

Tuesday, Nov. 26

FINAL PROJECTS DUE BY THE TIME CLASS STARTS

**Students start presenting final projects
(All students must be present for class in order to receive critique
points on final project.)**

**Thursday, Nov. 28
Happy Thanksgiving
No school**

Week 16: Final Projects

**Tuesday, Dec. 3
Students present final projects**

Final exam time: Wednesday, Dec. 11 at 7:30 a.m.