JOU 3220C Visual Journalism

Syllabus for Fall Semester 2014
College of Journalism and Communications
University of Florida

Course Number: 3220C

Course Section: 0695

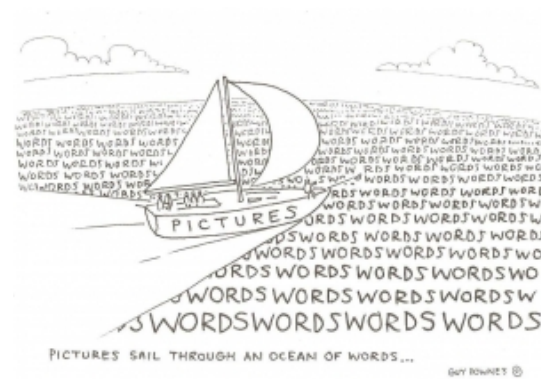**Class Meeting Time:** 4:05p.m. to 6:00p.m., Tuesday and Thursday

Class Location: Weimer Hall, Room 1094

Instructor: Vivian Elaine Sponholtz

Contact Email: elainesque@ufl.edu

Office Hours: Wednesdays from 1:00-3:00p.m. and by appointment

Office Location: 2041A Weimer

PICTURES SAIL THROUGH AN OCEAN OF WORDS...

Course Overview

In this course, students will gain an understanding for the impact of visual storytelling and learn how to communicate visually through typography, design, presentation, photography, and videography. The course will provide students an opportunity to build a foundation in design and visual storytelling, key elements of the communications industry. Students will learn to use such software programs as Adobe Illustrator, InDesign, Photoshop, and iMovie to produce that communicate both content and ideas visually.

VISUAL JOURNALISM

This course focuses on visual ways to tell stories and present information. It explores the unique narrative potential of imagery as well as the methods, concepts, and techniques used in Visual Journalism. The course includes types of visual communication in related disciplines, examples of work, and opportunities for applying the knowledge to creative projects of your own. The final project is a portfolio that can be used as work samples.

Learning Objectives:

- You will gain an understanding of the foundations of design for Visual Journalism.
- You will learn to use standard software programs to help you present information.
- You will learn new approaches and techniques to tell stories with an emphasis on the role of images and the interplay of visual elements and text.
- You will acquire a deeper understanding of history the field and its practitioners.
- You will be able to recognize elements of visual storytelling in a variety of media, and apply the techniques of Visual Journalism in your own creative work.
- You will be exposed to new tools for design and production of visual media that can be utilized in the field of Journalism and Mass Communications.

Evaluation:

Much of this course will concentrate on 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 written critiques.

Four Projects (100 points each): 400 points
Final Project (including proposal): 200 points
Four Critiques (50 points each): 200 points
Class Participation: 50 points
Two Quizzes (25 points each): 50 points
Two Class Exercises (50 points each): 100 points
Total Points: 1,000

Course Projects:

Project 1- Scalable Image Project (100 points)
Project 2- Typography Project (100 points)
Project 3- Infographics Project (100 points)
Project 4- Multimedia Storytelling Project (100 points)
Project 5- Final Portfolio (200 points)
Critique 1- Media Response (50 points) Topic TBA
Critique 2- Media Response (50 points) Topic TBA
Critique 3- Media Response (50 points) Topic TBA
Critique 4- Media Response (50 points) Topic TBA

Grading Scale:

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

Required Textbooks:

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
ISBN-13: 978-1568989693

Other Requirements:

USB Drive or other External Hard Drive
Dropbox Account for transferring large files for instructor feedback.
Lynda.com Software Tutorials when needed- free to UF students and available through www.it.ufl.edu/training then click on Lynda.com logo.

Software and Equipment:

Students must bring their laptops to class on days marked **Lab Day** on the class schedule during the semester unless otherwise stated by the instructor. Students may bring laptops on days not marked **Lab Day** 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 UF's College of Journalism and Communications website at
http://www.jou.ufl.edu/academics/bachelors/journalism/equipmentrequirement,
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. 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.

CLASS POLICIES

Attendance:

Attendance is important because much of the learning will take place during class exercises and discussions. If you are unable to attend a class, you may notify the instructor by email, but you are still responsible for the assignments and information presented in the class.

Course Expectations:

Students will be given time during some class periods to work on assignments, but it is the student's responsibility to complete their outside of class and should plan accordingly. This is especially true of the Final Project. Written critiques of media should assess such aspects as meaning, context, overall design, and inventiveness of approach. Students are expected to check their email accounts for updates from the instructor and for changes to the syllabus. The instructor reserves the right to make changes to assignment schedules and to the overall syllabus.

Missed Assignments and Late Work:

Meeting the course deadlines set by the instructor are part of your grade. Class assignments that are not turned in on time will lose 5 points per day past the deadline. Response papers and Final Projects will lose a letter grade for every day past the deadline in the syllabus unless the instructor announces otherwise, at the instructor's discretion. Absences will be excused if they are due to illness or a personal emergency, supported by written documentation. Prior notice of absences are required, unless an emergency situation.

No make-ups will be given for 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. If you do not submit your assignments properly, they may not be able to be graded or they may be skipped over because they are not with the others. 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 if more than three days late. 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.

Fact Errors 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 the
project, homework or in-class exercise.

Cell phone and Laptop Policy

Please be respectful. Turn your cell phone to silent during class and put it away unless
needed for a class project. Laptop use should only be to take notes or participate in
learning new skills. Checking Facebook, email, using chat functions, or any use 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.

Food Policy

Only secure-top drinks will be allowed in the classroom. These include water bottles and
soda with twist tops. No Starbucks or similar coffee or open-lid cups will be allowed.
Food should be kept to a minimal and be "quiet" foods. Most items you can find in a
vending machine, such as Skittles and M&Ms, are fine. Loud foods, such as chips; hot
food or food requiring a fork, spoon or knife will not be allowed.

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 are turning in:
http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code.

Students are required to behave ethically, and uphold the highest academic standards.
They must do their own assignments, and must not pass someone else's work off as their
own or plagiarize work. Any instances of academic dishonesty will not be tolerated, and
will result in failure of the course and will be reported to the College's administration.

Students with Disabilities:

If you are a student with special needs, please inform the instructor during the first class so that accommodations can be arranged. 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

A basic outline of the semester will be provided during the first class. However, it is subject to change as the instructor feels is necessary. Students will be notified of these changes immediately. Note: On days marked as a lab day, students are required to bring laptops and/or other technology listed in the syllabus or specified by instructor. In general, Tuesdays will be lectures and discussions and Thursdays will be lab days. Lab days are not to be viewed as voluntary as much of the learning is by doing.
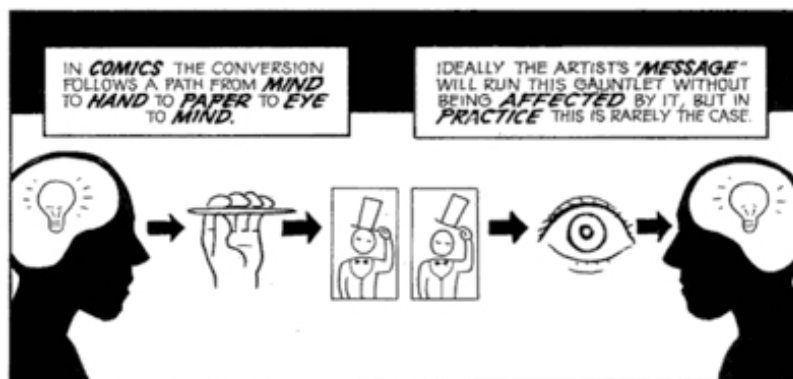
Panel from *Understanding Comics* by Scott McCloud