

# VISUAL JOURNALISM

JOU 3220C

Spring 2014 | Section 02FE | MW 9-10 | FLG 0265

This class is an introduction to the art of visual storytelling. You will learn basic principles of print and web design, and you will explore telling stories through typography, data visualization, photography and videography. By the end of the semester, you will have a portfolio showcasing your original examples of visual journalism.

**MEGAN E. MALLICOAT**  
*Instructor*

**2034 Weimer**

*Office Hours: Wednesdays from 2 p.m. - 3:30 p.m. and by appointment*

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*When you email, please include "JOU 3220C" in the subject line.*

**[www.meganmallicoat.com](http://www.meganmallicoat.com)**

*I will post useful links, examples and other information to my blog. Check it regularly!*

Twitter + Instagram:

**@meganmallicoat**

*Follow me for course updates and related info. Also, please feel free to use Twitter to ask quick, simple questions (non-grade related). Just be sure to tag them with #jou3220c, please.*

## BY THE END OF THIS CLASS, YOU WILL ...

- » Know how to use Photoshop, InDesign, Illustrator and iMovie to visually tell stories.
- » Know how to write basic HTML and CSS to support distribution of visual communication.
- » Be able to critique examples of visual journalism

## YOU WILL NEED...

- » *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design* by Rebecca Hagen & Kim Golombisky [2nd Edition / ISBN 0240824148]
- » A MacBook Pro with the Adobe Creative Suite (we will use Photoshop, InDesign and Illustrator) and video editing software
- » A digital camera that shoots video with sound
- » Ruler, Markers, Pencils, Sketchbook
- » A Wordpress blog
- » A codeacademy.com account
- » Access to Lynda.com

*BRING THIS STUFF TO CLASS!*

## NOT REQUIRED, BUT HELPFUL...

- » A scanner
- » A smartphone
- » Headphones

# ASSIGNMENTS + GRADING SCALE

## *DESIGN CRITIQUES* 10%

Throughout the semester, you will post to your Wordpress blog four critiques of design examples. The topics will be assigned in class.

## *TECHNIQUE EXERCISES* 40%

You will create four projects designed to help you build a portfolio of visual journalism.

## *FINAL PROJECT* 20%

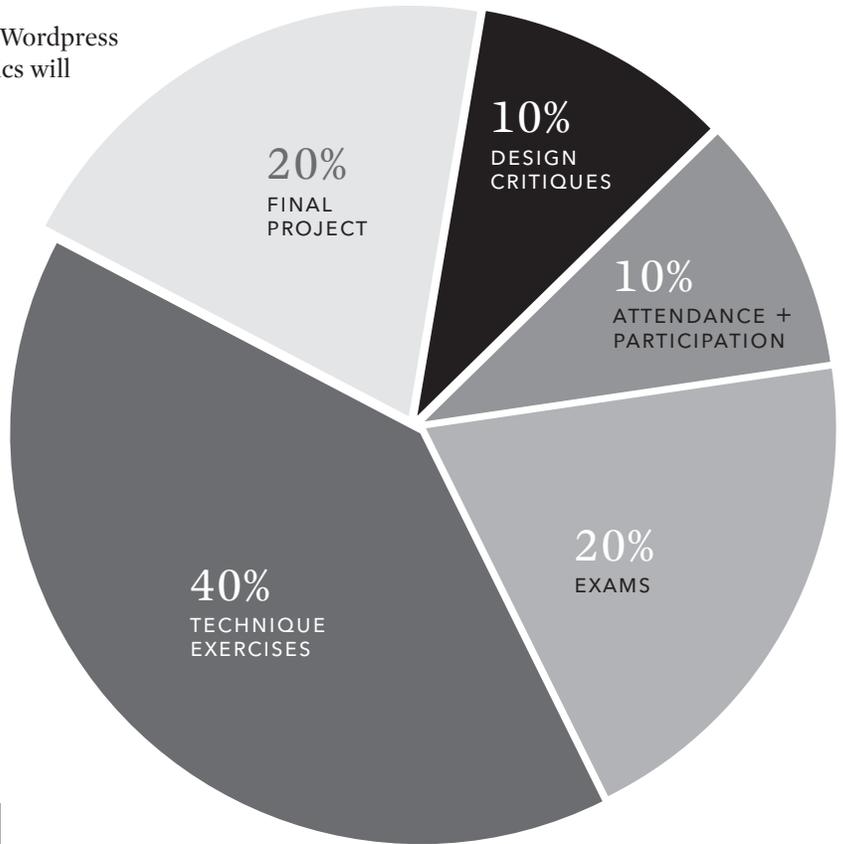
Use photography and videography, as well as basic design principles, to tell a digital story as creatively as possible.

## *EXAMS* 20%

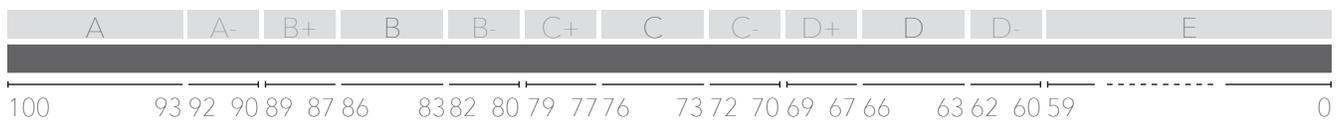
There will be a mid-term exam and a final exam. The format of the exams may include multiple-choice questions, short-answer questions, or brief essay questions.

## *ATTENDANCE + PARTICIPATION* 10%

You are expected to attend class. You should treat it as an appointment that can't be missed, except in the most extreme circumstances. Please arrive on time, fully prepared, and contribute meaningfully to the discussion. Your first two absences—for any reason—are free. After that, I will deduct points from your attendance and participation grade, and your final grade, at my discretion. If you are late twice, I will count it as an absence.



## *GRADING SCALE*



For more information on current UF grading policies, visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## THE FINE PRINT

### ATTENDANCE + DEADLINES

Attendance is required for this class. You are allowed two absences for any reason; after this I will deduct points from your grade at my discretion. If you are late twice, I will consider it an absence. If you miss class, you should ask a classmate for notes. Deadlines are critical for journalists. You are expected to submit all assignments on time. Late work will not be accepted, nor will make-up opportunities be given for projects or exams. I will consider making exceptions for documented extreme circumstances, however, and so should you should discuss them with me. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

### WHAT TO BRING TO CLASS

Please bring your laptop to every class (make sure the battery is charged, because our classroom has a limited number of outlets), as well as your smartphone, if you have one. If you don't have a smartphone, it's OK. Please also bring your sketchbook, ruler, pencil and markers. During our lessons on photography and videography, please also bring your camera and any cable needed to connect it to your computer.

### CLASS ETIQUETTE

Please be fully present during class, and refrain from activities that distract yourself and those around you (reading the newspaper, eating, checking email, surfing the Internet, texting, Facebooking, etc.). When you use your laptop or other technology for class activities, please stay on task and do not allow yourself to get sidetracked or distracted.

### E-LEARNING

You will submit many of your assignments through e-Learning. Please make sure you have access to this class' portal, and familiarize yourself with the system in advance. I will also use e-Learning to post your grades.

### STUDENTS WITH DISABILITIES

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. Visit the Disability Resource Center in 001 Reid Hall or call 352-392-8565 for more information.

### COURSE EVALUATION

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>.

### ACADEMIC INTEGRITY

All UF students are expected to adhere to the Student Honor Code:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

#### *The Honor Pledge:*

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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."

Plagiarism and cheating will not be tolerated. When you use information (including images) from any source, you should cite it appropriately. In a visually oriented class such as this, it may be tempting to "borrow" creative ideas from other sources. This is not acceptable. It is OK, however, to be inspired by other creative works. Do not cross the line between inspiration and intellectual theft. If you have any questions or concerns about how to appropriately be inspired, talk with me. I am more than happy to help you understand what is inspiration and what is plagiarism. Academic integrity violations will result in a failing grade for the course, without exception.

### USEFUL LINKS

- College of Journalism & Communications Computer Requirements: <http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/>
- U Matter We Care, a resource for UF students: <http://www.umatter.ufl.edu>
- Code Academy: <http://www.codecademy.com>
- Lynda.com access: <https://lss.at.ufl.edu>

## TENTATIVE CALENDAR

# JANUARY

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	4
	6 Intro / Blogs	7	8 Intro / Blogs	9	10	11
	13 Principles of Design / Ch. 1+2	14	15 Principles of Design / Ch. 4+5	16	17	18
	20 <i>No class</i>	21	22 Web Design / Ch. 13	23	24	25
	27 Typography / Ch. 7	28	29 Typography	30	31 Typography critique due	

# FEBRUARY

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
	3 Typography	4	5 Typography	6	7 Typography technique due	8
	10 Data Visualization / Ch. 10	11	12 Data Visualization	13	14 Data visualization critique due	15
	12 Data Visualization	18	19 Data Visualization	20	21 Data visualization technique due	22
	24 Exam Review	25	26 MIDTERM EXAM	27	28	

# MARCH

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
	3	4	5	6	7	8
	 SPRING BREAK					
	10 Photography	11	12 Photography	13	12 Photography critique due	15
	17 Photography	18	19 Photography	20	21	22
	24 Photography	25	26 Photography	27	28 Photography technique due	29
	31 Videography / Ch. 11					

# APRIL

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2 Videography	3	4 Videography critique due	5
	7 Videography / Ch. 12	8	9 Videography	10	11 Videography technique due	12
	14 Exam Review	15	16 FINAL EXAM	17	18	19
	21 TBA	22	23 FINAL PROJECTS DUE	24	25	26
	28	29	30			

\* This is a tentative outline of our course calendar. Things may change along the way. Additional readings and online tutorials will be assigned.