

# SYLLABUS

## JOU3213 DESIGN

University of Florida  
College of Journalism and Communications  
Spring 2015

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<b>Class Schedule</b>	<i>LECTURE</i> Section 4215 / Monday 11:45 – 1:40 p.m. Weimer 3219 Section 132C / Monday 11:45 – 1:40 p.m. Weimer 3219  <i>STUDIO LAB</i> Section 4215 / Monday 3 – 4:55 p.m. Weimer 3219 Section 132C / Monday 5:10 – 7:05 p.m. Weimer 3219
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<b>Instructor</b>	Steve Shepherd <a href="mailto:shepherd.group@yahoo.com">shepherd.group@yahoo.com</a> or <a href="mailto:sshepherd@ufalumni.ufl.edu">sshepherd@ufalumni.ufl.edu</a>
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<b>Office</b>	I live in Gainesville and work at the University of Florida Alumni Association. I am currently working on office hours, so until then, I will be available for you outside of class if you will address this need during the class hour(s) or send me an email. The best way to get in touch is via email, which is efficient for anything from a quick, simple question to more detailed feedback/critique on a project you are working on. Please be mindful of deadlines when emailing me for additional feedback on your work — if you email me 30 minutes before a project is due, it is very unlikely you'll get a response.
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<b>Course Goals</b>	Your goals in this course should be to: <ul style="list-style-type: none"><li>○ Understand and properly use design terminology</li><li>○ Appreciate and apply color theory</li><li>○ Demonstrate mastery of typography</li><li>○ Recognize and apply basic design principles</li><li>○ Make appropriate photo editing decisions</li><li>○ Be proficient in InDesign, Photoshop and Illustrator</li><li>○ Grasp the basic knowledge of how to design for print</li><li>○ Embrace your creativity and come up with unique ways to communicate ideas visually</li></ul>
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<b>Requirements</b>	There are no required textbooks for this class. All reading assignments will either be given to you as a handout in class or verbalized during the lecture. However, you will be required to log into <b>Lynda.com</b> to watch software training videos throughout the semester. These are available for free to UF students. You can access the UF log in page by clicking on the Lynda.com logo here: <a href="http://www.it.ufl.edu/training">http://www.it.ufl.edu/training</a> . The Lynda.com required viewings will be assigned on a weekly basis.
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- ONE BASIC NEED: Drawing pad and pencil/pen

## Assignments & grading

<i>Projects*</i>	Project 1	100 points
	Project 2	100 points
	Project 3	100 points
	Project 4	100 points
	Project 5	100 points
	Final project	100 points
<i>Exams</i>	Midterm	100 points
	Final	100 points
<i>Class/critique-participation</i>		200 points

Design projects at any level — from this class to big agencies — thrive on critiques and peer feedback. We will spend a lot of time this semester giving feedback on class projects. As your art director, I will lead the critiques but active participation by you is essential and I think you will find it to be fun and rewarding. Please note that your participation in critiques and other class and online discussions represents 20% of your grade.

*\*I reserve the right to modify class assignments to benefit the collective progress of the class. Should an assignment be dropped entirely, the other assignments will be averaged to replace its point weighting.*

### *Final grading scale*

A	930-1000
A-	900-929
B+	870-899
B	800-869
C+	770-799
C	700-769
D+	670-699
D	600-669
E	599 or less

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## CLASS POLICIES *Deadlines*

**Late work is not acceptable.** Deadlines are a necessary part of any aspect of journalism and a missed deadline represents an empty page, lost client and failed project. The first draft of any project is 25% of the final grade. Not being fully prepared for a first critique will result in a minimum 10% cut for any project. Any final project not turned in at deadline will have a 10% grade cut for each subsequent class meeting it is late.

### *Attendance*

**Attendance is mandatory with two absences (excused or not) allowed during the semester.** However, I would suggest that you not skip any classes because you will fall behind. The attendance policy includes non-extended illnesses; for an extended illness for two or more consecutive classes, a doctor's note is necessary. It is the student's responsibility to obtain all missed assignments from the instructor and to still meet all project or test deadlines for any day of absence not due to extended illness. Missing or being late for the last class of the semester, the midterm, or the final, is not permitted. Being late for final project presentations will result in a minimum 15% grade reduction. For each unexcused absence beyond the allowed two, you will lose one-third of a letter grade for the course (i.e. an A will become an A-, etc.). **Any student who signs an attendance sheet for another student will receive an E for the course and further disciplinary action will also be recommended to the university.**

### *Tardiness*

**Coming to class late is not acceptable.** Attendance is taken at the beginning of class. Coming to class late three times counts as one full absence. If you are more than 25 minutes late to class, that counts as a full absence. However, I realize that unforeseen surprises and delays sometimes come up in life. Each student will have one "Get out of jail free certificate" to use in this circumstance.

### *Extra credit*

If you have an idea that you would like to create to further your personal goals, I'm happy to discuss it. Also, as long as you did not miss the initial deadline for any project, you may re-work it before the final project due date to improve its grade.

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## UF POLICIES

### *Honesty*

**Plagiarism, such as turning in or altering the work of others, will result in a final grade of E.** There is a huge difference between inspiration and blatant copying of someone's work. Please ask me if you are unsure whether you may be copying someone else's design work.

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."

### *Students with disabilities*

Students with disabilities are encouraged to register with the Office for Student Services to determine the appropriate classroom accommodations. For students with print related disabilities, this publication is available in alternate format. For students with hearing disabilities trying to contact an office that does not list a TDD, please contact the Florida Relay Service at 1-800-955 8771 TDD.

## SCHEDULE

<b>Week 1</b> • January 11	Class overview /syllabus Introductions Intro to design
<b>Week 2</b> • January 18	<i>MLK Day — no class</i>
<b>Week 3</b> • January 25	Project one assigned
<b>Week 4</b> • February 1	Project one critique
<b>Week 5</b> • February 8	Project one due Project two assigned
<b>Week 6</b> • February 15	Project two critique
<b>Week 7</b> • February 22	Project two due Project three assigned
<b>Week 8</b> • February 29	<i>Spring Break — no class</i>
<b>Week 9</b> • March 7	Project three critique <b>Midterm exam</b> during lab
<b>Week 10</b> • March 14	Project three due Project four assigned
<b>Week 11</b> • March 21	Project four critique
<b>Week 12</b> • March 28	Project four due Project five assigned
<b>Week 13</b> • April 4	Project five critique
<b>Week 14</b> • April 11	Project five due Final project assigned Final exam review
<b>Week 15</b> • April 18	Final project critique <b>Final exam</b> during lab
<b>Week 16</b> • April 25	<i>No class (exam week)</i> Final projects due Presentation

*(Please note: schedule and deadlines subject to modification)*