

JOU 3220C Visual Journalism

Course description:

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

Course objectives:

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

- Know how to use Photoshop, InDesign, Illustrator and Premiere / iMovie / Moviemaker to clarify and present your visual stories.
- Know how to write basic HTML and CSS to support distribution of your visual stories and content.
- Be able to critique examples of visual journalism.

What you will need for this class:

- 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]
- An Apple computer or equivalent with the Adobe Creative Suite (we will use Photoshop, InDesign and Illustrator), and video editing software which could be iMovie or Premiere.
- A digital camera that shoots video with sound
- Ruler, Markers, Pencils, Sketchbook (colored highlighters and copier paper will work)
- A WordPress blog
- A Youtube.com or Vimeo.com account
- A codecademy.com account
- Access to Lynda.com (free to students, see below)
- Access to the New York Times online
- Tripod for shooting video (this doesn't have to be a large or expensive item, just something to hold the camera steady).

Details: According to the Journalism Department's computer requirements, you are expected to own a Mac laptop with Adobe Creative Cloud software installed. You will need it for this class. Adobe software is also installed in many computer labs across campus. While you could use a lab computer to do these assignments, you will find it far more convenient to work on your laptop, where you can install fonts, save files, etc. You will also need a camera that shoots decent video with audio. For best results, use a

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Office Hours: T 1 p.m. to 2:30 p.m.
W 1 p.m. to 2:30 p.m.

Need help? Please feel free to email me, I have set aside time each morning during the week for dealing with this class and messages, but allow up to 48 hours on weekends for a response. Also, please include the term Visual Journalism in the subject line, I have set up my mail program to not flag messages that include that as junk mail.

DSLR camera rather than a point-and-shoot camera or your smart phone. You will also need a WordPress blog (an established one is fine, as long as you don't mind adding some things for this class and as long as you don't mind tweaking the html and css on it for class), an account with codecademy.com, and access to Lynda.com and nytimes.com (both are free with your Gatorlink credentials). Finally, you should buy a sketchbook and some drawing markers or pencils. You'll find these helpful in planning creative projects and sketching layouts.

Performance Evaluation:

Discussions (25%):

For the weekly units, I will often provide you with one or two questions or topics to discuss in our course's online community. You are expected to write an original post of your own and respond to at least two posts from your classmates for each prompt. Consider these discussions your way of participating in our online course. You should actively engage in the online discussions just as you would actively engage in conversation during a classroom session.

- For discussion assignments, Canvas will say the due date is on Sunday. **BUT, it's not entirely.** Your contribution to the discussion is due on **Friday night before midnight**, and then you each have two days to do two responses to your classmate's discussion posts. You don't have to do two to each person, just pick two to reply to. So do your discussion before midnight on Friday and then **do 2 replies before 11:59 p.m. on Sunday.**

Homework (25%):

It takes some effort to learn how to use the complicated Adobe software we will be using in this class. Homework assignments are designed to help you learn several key concepts that you need to master to become proficient with the software and other related technology. They will also help you build and present a portfolio. NOTE: Not all homework assignments are created equally. Some assignments will be given greater weight than others.

Quizzes + Exams (25%):

This course is structured in a series of topic-based units. You will take a quiz during each unit that covers reading and other materials introduced. There will also be a midterm and final exam.

Final Project (25%):

You will produce a final project that combines all of the visual journalism skills we will cover during the semester. Allow yourself plenty of time to complete this project, because it will be a big one. It will also be a really valuable addition to your portfolio, and should be of the level of work that you would be proud to include when you go looking for a job, and the job market for visual journalists is very competitive for the good jobs. This isn't just a class you need to pass, if you want a job later in this field, you need to be able to compete with the others who are already out there.

Extra Credit: Extra credit will be available for the participation in up to 3 studies within the college of journalism and communications for 3 points for each study, which will be applied to the total score for the course.

Class structure:

This is an online class, so class time will be at your leisure using the Canvas e-learning site—which could be good or bad. It means you should set up an alarm on your phone calendar or make sure you schedule time to stay current with the materials. You will receive reminders on due dates in advance, and due dates are included in this syllabus. Any changes made to due dates or if the content of the syllabus changes, you will be notified through Canvas, please monitor your UF email. Do not let yourself fall behind! Deadlines are critical for journalists. You are expected to submit all assignments on time. Deadlines are given in Eastern time zone and according to the Canvas time server.

Assignment due time and late work:

Assignments will be submitted to Canvas by 11:59 p.m. on the due date according to the time on the Canvas server. Please hit the submit button by at least 11:58 p.m. to be safe, because 11:59:01 is late. Late work will not be accepted, nor will make-up opportunities be given. Assignment extensions will be granted as needed because of illness, military service, etc., with official documentation that has the contact information of the issuer for verification. With the exception of emergency situations, you must notify me that you need an extension and why before the assignment is due. It is also recommended that you contact the Division of Student Affairs when missing classes because of an illness or other reason. The office provides courtesy emails to all of your instructors about your absence and can be reached at 352-392-1261.

Grading scale:

A	94-100	B-	80-83	D+	67-69	*Scores of .5 or more will be rounded up.
A-	90-93	C+	77-79	D	64-66	
B+	87-89	C	74-76	D-	60-63	
B	84-86	C-	70-73	E	59 and below	

Schedule:

Week 1 (Jan. 5 - 8) - Introduction
Weeks 2 - 3 (Jan 11 - 22) – Principles of Design
Weeks 4 - 5 (Jan 25 - Feb 5) – Desktop Publishing
Weeks 6 - 8 (Feb 8 - 24) – Web Design
Week 8 (Feb 26) – Midterm Exam
Week 9 (Feb 27 – March 6) – Spring Break
Weeks 10 - 12 (March 7 - 25) – Photography
Weeks 13 - 16 (March 28 – April 20) – Videography
Week 17 (April 25 - 29) – Finals week.

Final Exam due: Monday Apr 25, 2016 11:59 p.m.

Final Project due: Thursday Apr 28, 2016 11:59 p.m.

This schedule is subject to change; notifications of these changes will be made through the announcements in Canvas.

Technology issues:

As we all know, technology (computers, Internet, servers, power, etc.) can crash when least expected and wanted, anticipate this by continuously saving projects and giving yourself time to turn your projects in. The excuse "I could not turn in my project on time because it would not save/upload" will not be accepted. These emails typically come at the very last minute. Also, read the instructions provided with each project to make sure you turn in everything. Please do not email me with questions until after you have read the directions carefully, they are very detailed for this reason.

Class policy:

Please be respectful of others' work and comments in the discussion portions of the class. And emails should be professional, not, "Hey, can I talk to you about my grade?", they don't need to be formal or overly cautious such as "I respectfully request that you re-grade", a "Hi, I think could you please look at my assignment again, you took points of for this but it's there." I make mistakes; I'm not going to get mad if you point them out.

Resources:

Stand-alone video editors for windows computers:

If you use a windows computer you can use Movie Maker, which is built into the system or you can use Lightworks (<https://www.lwks.com>), it is free and here (<http://bit.ly/1GMryO3>) are some nice tutorials on it.

Photo editing software:

I recommend Photoshop if you have access to it because it is the industry standard. But there is also a free open source program called GIMP (<http://www.gimp.org>) that does most of what Photoshop will do that works on both Windows and Apple computers. Though if you know Photoshop well, the differences between the two programs can be frustrating.

Lynda.com:

UF provides you with free access to Lynda.com at the following link, the majority of your instruction will come from these video tutorials. [Lynda.com subscription](http://bit.ly/1EIB3po) (<http://bit.ly/1EIB3po>)

Code Academy:

A free training website that has online coding tutorials available for learning whatever you feel that you need, in whatever order you feel you need it, or you can do the training in the order they recommend. <http://www.codecademy.com>

How to shoot better video:

Professor Mindy McAdams' [tutorial](http://bit.ly/1CSf19c) (<http://bit.ly/1CSf19c>) on the five-shot approach to video; instructions about the [rule of thirds](https://vimeo.com/14315821) (<https://vimeo.com/14315821>) in composing pictures and video; Kodak's [tips](http://bit.ly/1vfonG5) (<http://bit.ly/1vfonG5>) on how to take better pictures; and Vimeo's training library to learn how to shoot better [video](http://bit.ly/1xRyWpO) (<http://bit.ly/1xRyWpO>).

Useful links:

- **CJC Computer Requirements:**

<http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/>

- **WordPress Blogs:** <http://wordpress.org>

- **New York Times access:** <http://hr.ufl.edu/nyt/>

- **U Matter We Care, a resource for UF students:** <http://www.umatter.ufl.edu>

Academic integrity:

UF students live by an honor code that prohibits academic dishonesty such as (but not limited to) cheating, plagiarism, fabrication, engaging in unauthorized collaboration, reusing a paper from another class, writing a similar paper for two classes, and having someone else write your paper or do your class projects

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

If you use someone else's words, image(s), artwork, design, or video, permission must be obtained in writing (i.e. email) from an author/publisher and submitted to the professor along with your project. You must abide by the university's honor code as well as the Department of Journalism's policy on academic honesty found at

<http://www.jou.ufl.edu/academic/jou/honesty/>.

Students with disabilities:

Students requesting accommodations must first register with the Dean of Students Office. The office will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. I am more than happy to work with anyone needing such accommodations, but please do not wait until the last minute to request accommodations, see me as soon as possible.

Grading policies:

All information related to grading can be found in UF's undergraduate catalog:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Help with Coping:

The UF Counseling and Wellness Center is a free resource for all UF students who need help managing stress or coping with life or classes. The center is located at 3190 Radio Road and is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m.

Monday - Friday. To receive after-hours assistance or make an appointment, call 352-392-1575 <http://www.counseling.ufl.edu/cwc>.

UF Police:

The UF Police can be reached at 352-392-1111 or, in an emergency, by dialing 911.

Student Nighttime Auxiliary Patrol (SNAP):

If you are on campus at night and need an escort to your car or on-campus residence, SNAP is a free service that operates 7 days a week, 6:30 p.m. – 3:00 a.m. during the fall

and spring semesters and 8:30 p.m. – 3:00 a.m. during the summer semesters.
www.snap.ufl.edu or 352-392-SNAP (7627)

Evaluations:

Students can provide feedback on the instructor and the course itself 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/>.