

FALL 2017
JOU3213 • DESIGN
SECTION

CLASS MEETINGS

LECTURE Monday 12:50 – 3:50 p.m. in WEIM 3219

INSTRUCTOR

Richard Shaw — richardshaw@ufl.edu
Contact via University of Florida email (above) only.

OFFICE

I work from my home office and do not have a campus office.
I will have available time to meet on Mondays 30 minutes before class and 30 minutes after class, by appointment.
The best way to reach me is via UF email for anything from a quick, simple question to more detailed feedback/critique on your project or assignment.
Please be logical in your requests — if you email me 30 minutes before a project is due, it is very unlikely you'll get a response.

COURSE GOALS

Your goals in this course should be to:

- understand and properly use design terminology
- appreciate and apply color theory
- demonstrate mastery of typography
- recognize and apply basic design principles
- make appropriate photo editing decisions
- be proficient in InDesign and Photoshop and have a basic understanding of Illustrator
- embrace your creativity and come up with unique ways to visually communicate ideas

CANVAS PLATFORM

Canvas will be our central hub for the semester.
I will use the site to post reading assignments, show examples of good and bad design, offer design resources for your benefit, link to software tutorials, etc.
You will be expected to submit your project and assignment files via Canvas.

REQUIRED MATERIALS

There are no required textbooks for this class.
All reading assignments will either be posted on the class website or be given to you as a handout in class.
However, you will be required to log into Lynda.com 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:

<http://www.it.ufl.edu/training/> (this will be linked on the class Canvas site).

The Lynda.com required viewings will be assigned on a weekly basis.

FINAL GRADING SCALE

Projects and assignments

Exams

Project 1 = 100 points

Midterm: Type / Design Fundamentals = 100 points

Contrasting personalities = 100 points

Project 2 = 100 points

Project 3 = 100 points

Project 4 = 100 points

Final assignment: Media Design Team Review = 200 points

Class critique participation = 200 points

Design projects at any level — from this class to big agencies — thrive on critiques and peer feedback. You must park your ego at the door and accept the feedback with a professional attitude. 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 percent of your grade.

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 percent of the final grade. Not being fully prepared for a first critique will result in a minimum 10 percent cut for any project. Any final project not turned in by deadline will have a 10 percent grade cut for each subsequent class meeting it is late.

ATTENDANCE

Attendance is mandatory with two absences (excused or not) allowed during the semester. Do 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 percent 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 F 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. Please speak with me regarding specific circumstances.

ASSIGNMENTS & GRADING

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

CLASS POLICIES

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.

UF POLICIES

Honesty

Plagiarism, such as turning in or altering the work of others, will result in a final grade of F.

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.

COURSE SCHEDULE

(schedule and deadlines subject to modification)

Week 1 • August 21

Class overview / syllabus

Introduction to design and typography

<http://thinkingwithtype.com/>

Tutorial assigned:

We will use the Lynda.com course called InDesign CC Essential Training 2015 by David Blatner.

<https://www.lynda.com/InDesign-tutorials/InDesign-CC-Essential-Training-2015/368575-2.html>

2. Working with InDesign Documents

3. Creating a Document

4. Managing Pages

5. Text

Week 2 • August 28

Introduction to design and typography

<http://thinkingwithtype.com/>

Project one assigned

Tutorial assigned:

We will use the Lynda.com course called

InDesign CC Essential Training 2015 by David Blatner.

<https://www.lynda.com/InDesign-tutorials/InDesign-CC-Essential-Training-2015/368575-2.html>

7. Formatting Objects
8. Color
9. Frames and Paths
10. Managing Objects
11. Transforming Objects
12. Character Formatting
13. Paragraph Formatting

Week 3 • September 4

Labor Day holiday — no class!

Week 4 • September 11

Project one critique

Tutorial assigned:

We will use the Lynda.com course called Illustrator CC Essential Training 2015 by Justin Seeley.

<https://www.lynda.com/Illustrator-tutorials/Illustrator-CC-Essential-Training-2015/370378-2.html>

- 1 Getting Started
- 2 Navigating Your Documents
- 3 Working with Artboards
- 4 Working with Layers
- 5 Drawing Basic Shapes
- 6 Transforming Objects
- 7 Working with Fills and Strokes
- 11 Working with the Pen Tool
- 12 Working with Type

Week 5 • September 18

Project one due

Assignment: Contrasting personalities — Each brand creates a visual personality or identity for a company, organization or individual. Research and select two organization, that offer similar products or information, and yet have contrasting visual identities.

Tutorial assigned:

We will use the Lynda.com course called Photoshop CC 2015 One-on-One: Fundamentals by Deke McClelland.

<https://www.lynda.com/Photoshop-tutorials/Photoshop-CC-2015-One-One-Fundamentals/373100-2.html>

- 1 Opening an Image
- 2 Getting Around
- 3 Image Size and Resolution
- 4 Crop and Straighten
- 5 Introducing Layers
- 6 Saving Your Progress
- 7 Brightness and Contrast
- 8 Balancing Colors

Week 6 • September 25

Contrasting personalities discussed
Project two assigned

Week 7 • October 2

Contrasting personalities due
Project two critique

Week 8 • October 9

Project two due
Project three assigned

Week 9 • October 16

Midterm exam during lecture
Project three critique

Week 10 • October 23

Project three due
Project four assigned
Final assignment: Media Design Team Review assigned

Week 11 • October 30

Project four critique

Week 12 • November 6

Project four due
Final assignment: Media Design Team Review in-class proposals

Week 13 • November 13

Final assignment: Media Design Team Review
in-class progress feedback

Week 14 • November 20

Thanksgiving break— no class!

Week 15 • November 27

Final assignment: Media Design Team Review

presentations

Week 16 • December 4

Final assignment: Media Design Team Review
lab time available for final reports

Exam Week • TBD

Final assignment: Media Design Team Review
due to Canvas

NOTES

Clarifications or questions here.