

SYLLABUS

- JOU 4214** Advanced Design
Class meetings: Thursdays, 1:55 - 4:55 p.m.
Instructor: Professor John Kaplan
Contact: jkaplan@jou.ufl.edu
352-672-0020 (No texting. Please do not call after 10:00 p.m.)
- Office:** Office hours are Thursdays immediately after class. Due to a health issue I am not able to be on campus as often as I would prefer. However, I am very flexible in being able to meet over the phone while reviewing your work on our class E-Learning server, or even via Skype. Please contact me via email for an appointment time that works for you. I promise to be flexible.
- Course goals:** Journalism 4412 will introduce students to advanced skills in publication design. Throughout the semester students will produce projects that will help build a professional quality portfolio. The class will also touch on the principles and techniques of picture editing including picture selection, cropping and effective publication display of photography and illustration. The best publication layout showcases the effective use of typographic elements, photography and other art elements. Content-oriented class projects will be produced using Adobe InDesign and Adobe Photoshop software. Other topics covered will include the changing media landscape as it relates to design, management, teambuilding, ethics, idea generation, working within a media organization's organizational structure, and editing for online media, including tablet and mobile devices.
- Required materials:** **USB mini flash drive with a minimum capacity of 32GB to archive and save work**
Itoya 11 x1 7 "Art Profolio" for final portfolio
8 consecutive magazines minimum for team project
A mini-stapler for all typed, written materials submitted other than page designs
- Required reading:** *InDesign CC for Macintosh and Windows (Visual QuickStart Guide)* Sandee Cohen, Peachpit Press. ISBN-13: 978-0133953565. (Also acceptable is InDesign CS6 by the same author.)
Photoshop CC: Visual Quickstart Guide, Elaine Weinmann and Peter Lourekas, Peachpit Press. ISBN-13: 978-0134308890. (Also acceptable is Photoshop CS6 by the same authors.)
(All books available at Amazon.com and other online services.)
The Associated Press stylebook
Reserve readings: The Newspaper Designers Handbook, Sixth Edition. Tim Harrower, McGraw Hill.
Each student team must read and evaluate 8 consecutive magazine issues for group report.
- Class projects:** *Assignment grading:* (Will be turned in as hard copies and on server in both indd and pdf versions.)
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|--------------------|---|
| Assignment One | 100 points |
| Assignment Two | 200 points |
| Assignment Three | 200 points |
| Publication Report | 200 points |
| Assignment Four | 300 points |
| Final Portfolio | 400 points (two sets / one will not be returned) |
| Final Exam | 200 points |
| Participation | 400 points (participation will likely include pop quizzes on reading) |
- Class participation:** Class participation is an essential and fun way to build an atmosphere of creativity, trust and interdependence. You are responsible not only for your own success, but also for the collective success of the group. Think of the class as an energetic publication with John as the Art Director and the class members as our stellar design team. Your class participation, which includes work habits, attentiveness, as well as being an active participant in the *constructive* criticism of assignments, represents a full quarter of your grade. Do not use any electronic device during class for any reason other than for the topic being discussed at the time. As noted above, attentiveness is a crucial part of class participation grades.
- Final grading:**
- | | | | | | |
|------------|------------------|-----------|------------------|-----------|-----------------------|
| A | 1860-2000 points | B- | 1600-1660 points | D+ | 1340-1400 points |
| A - | 1800-1860 points | C+ | 1540-1600 points | D | 1260-1340 points |
| B+ | 1740-1800 points | C | 1460-1540 points | D- | 1200-1260 points |
| B | 1660-1740 points | C- | 1400-1460 points | F | less than 1200 points |
- Class policies:** **Late work is not acceptable.** Deadlines are a necessary part of any aspect of journalism and a missed deadline represents an empty page, lost credibility and failed project. Other than for your page designs, all written work turned in must be typed, double-spaced and stapled, if appropriate. **Non-stapled or non-typed work of more than one page will not be accepted and will be considered late.** A missed deadline represents a major loss for all of us, given the interdependence of our class goals. If you turn in late work, you will lose a minimum of one full letter grade (10%) for each class meeting that you have missed the deadline. Non-graded class assignments must also be completed on time or 2/3 letter grade will be deducted from your final grade. Any assignment may be re-worked to improve its grade as part of the final portfolio grade. I reserve the right to modify, add, or eliminate class assignments listed in this syllabus during the course of the semester to benefit the collective progress of the class. The portfolio may not be reworked to improve its grade and no deadline extensions will be allowed. Missing any aspect of the portfolio requirements or deadline will result in a grade of zero.

Attendance is mandatory with one excused or unexcused absence allowed during the semester. 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 turn in such a note and also to obtain a written notification from another professor or coach for any class missed due to another class' field trip, etc. It is the student's responsibility to obtain all missed assignments from the professor and to still meet all assignment or test deadlines for any day of absence not due to extended illness. Missing class for the final class meeting or for exams is not permitted. Missing an exam will result in a grade of zero for that portion of the semester's grade. **For each unexcused absence beyond the allowed one, you will lose one-third of a letter grade for the course. The attendance policy is followed from the first scheduled class of the semester, irrespective of the date a student first enrolls for the course.**

Coming to class late is not acceptable. Attendance is taken at the beginning of class. Coming to class 0-5 minutes late will count as 1/3 of an absence. Coming to class 5-10 minutes late counts as 2/3 of an absence. Regrettably, coming to class 10 or more minutes late counts as a full absence. The same attendance policies apply to leaving class early.

Extra credit. If you have an idea that you would like to create to further your personal goals, please email me for an appointment to discuss it.

Due dates: (Schedule, deadlines and final meeting time subject to modification. Some schedule changes are likely.)

Week One / August 24

Class overview
Introductions
Discuss syllabi and required texts
Discuss plans for next week
Order required books now

Week Two / August 31

Project one assigned
Reading assignment

Week Three / September 7

Project one critiqued
Reading assignment

Week Four / September 14

Project one due
Project two assigned
Report assigned
Discuss plans for next week

Week Five / September 21

Holiday
Work on project

Week Six / September 28

Project two critiqued
Reading assignment
Discuss plans for next week

Week Seven / October 5

Project two due
Project three assigned
Reading assignment

Week Eight / October 12

Project three critiqued
Reading assignment

Week Nine / October 19

Project three due
Project four assigned
Reading assignment

Week Ten / October 26

Project four critique 1
Reports begin

Week Eleven / November 2

Reading assignment
Project four critique two
Final portfolio guidelines given
Discuss plans for portfolio presentations
Discuss plans for next week
Reports continue

Week Twelve / November 9

Work on project four and portfolio preparation this week!
Discuss plans for next week
Prepare for portfolio critique next week
Reports continue

Week Thirteen / November 16

Discuss final exam topics
Each student will schedule a one on one feedback meeting to help prep for portfolio submission

Week Fourteen / November 23 (holiday)

Gobble!

Week Fifteen / November 30

Portfolios due. Be sure portfolio is submitted on class server no later than 1:55 p.m. as required. Extensions not possible.
Final exam

Week Sixteen / December 7

Reading Day

UF policies:

Honesty. Plagiarism of any kind will result in a final course grade of E. Please see the guidelines for students listed at www.turnitin.com, a service utilized by the University of Florida. Regarding design, it is not permitted to copy the design work or concepts of others. As you would expect, all of the usual University of Florida honesty policy guidelines will be followed in this class.

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.

