Advanced Design

Class meetings: Thursdays, 1:55 - 4:55 p.m.

Instructor: Professor John Kaplan

Contact: jkaplan@jou.ufl.edu

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, team building, 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 x 17 “Art Portfolio” 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:

  ISBN-13: 978-0133953565. (Also acceptable is InDesign CS6 by the same author.)
  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*


Class projects:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignment One</td>
<td>100</td>
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<tr>
<td>Assignment Two</td>
<td>200</td>
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<tr>
<td>Assignment Three</td>
<td>200</td>
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<td>Publication Report</td>
<td>200</td>
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<td>Assignment Four</td>
<td>300</td>
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<tr>
<td>Final Portfolio</td>
<td>400</td>
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<td>Final Exam</td>
<td>200</td>
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<tr>
<td>Participation</td>
<td>400</td>
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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:

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
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<tr>
<td>A-</td>
<td>1800-1860</td>
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<tr>
<td>B+</td>
<td>1740-1800</td>
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<td>B</td>
<td>1660-1740</td>
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<td>B-</td>
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<td>F</td>
<td>less than 1200</td>
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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 re-worked 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

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**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.