

# SYLLABUS

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**JOU3213 • DESIGN  
SECTION 132C**

UNIVERSITY OF FLORIDA  
COLLEGE OF JOURNALISM & COMMUNICATIONS  
SPRING 2019

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## CLASS MEETINGS

**LECTURE** Monday 11:45 – 1:40 p.m. | Weimer 3219

**STUDIO LAB** Monday 1:55 – 3:50 p.m. | Weimer 3334

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## INSTRUCTOR

Jason Farmand  
jason.farmand@gmail.com

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## OFFICE

I live in Orlando and will be commuting to Gainesville on Mondays for class. I do not have official office hours; however, I will be available for you outside of class. 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. I'm also happy to video chat via Google Hangout, which should be scheduled in advance. The best time for video chats is in the evening but before 10 p.m.

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## 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 communicate ideas visually
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## CLASS WEBSITE

**ufdesign.xyz**

This will be our central hub for the entire semester. I will use the website to post reading assignments, show examples of good and bad design, offer design resources for your benefit, link to software tutorials, etc. You will also use the website to submit your project files to me when required.

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

**ASSIGNMENTS  
& GRADING**

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

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

**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 crit 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.

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*\* 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.*

**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.



Good artists copy.  
Great artists steal.

PABLO PICASSO

**COURSE SCHEDULE**

*(schedule and deadlines subject to modification)*

**Week 1** • January 7

Class overview / syllabus  
Introductions  
Intro to design + typography

**Week 2** • January 14

Design + typography 2  
Project one assigned

**Week 3** • January 21

*MLK day – no class!*

**Week 4** • January 28

Project one critique

**Week 5** • February 4

Project one due  
Project two assigned

**Week 6** • February 11

Project two critique

**Week 7** • February 18

Project two due  
Project three assigned

**Week 8** • February 25

**Midterm exam** during lecture  
Project three critique

**Week 9** • March 4

*Spring break– no class!*

**Week 10** • March 11

Project three due  
Project four assigned

**Week 11** • March 18

Project four critique

**Week 12** • March 25

Project four due  
Project five assigned

**Week 13** • April 1

Project five critique

**Week 14** • April 8

Project five due  
Final project assigned  
Final exam review

**Week 15** • April 15

**Final exam** during lecture  
Final project individual critiques

**Week 16** • April 22

Final projects due  
Presentations