Syllabus

JOU 3213 Design
Class #16000
Fall 2019
University of Florida
College of Journalism and Communications

Class Meetings	Mondays	Period (6-8) 12:50 – 3:50 pm	Weimer 3219 - in AHA Lab!
Instructor	Brett Ball	Email: ball.s@ufl.edu	Office phone: 325- 273-1637
	**Please note if you send me an email on the weekend, allow up to 48 hours for a response.
Office Hours	Thursdays	1:00 pm – 3:00 pm or by appointment	Weimer Hall 2039-A
Course description	This course will cover various forms of print media and will emphasize basic principles of design and the use of typography and photographs together. It will focus on theoretical concepts of design for print and web and will provide to opportunity for application through assignments and projects. The course will consist of lectures, online and in-class discussions as well as guest speakers.

Course objectives

- Understand and properly use design terminology
- Appreciate and apply color theory
- Appreciate and apply design theory and principles through
- Recognize and apply basic design principles on various platforms
- Make appropriate photo editing decisions
- Understand design differences between print & digital platforms
- Gain experience with Adobe Illustrator, InDesign, Photoshop and XD
- Demonstrate your creativity and develop unique ways to effectively communicate visually

Required material
& supplies

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 LinkedIn learning (the new Lynda.com) to watch software training videos throughout the semester. These are available for free to UF students. You can access the UF e-learning log in page by clicking on the LINKEDIN LEARING tab

located under "Log in to services": http://www.it.ufl.edu/training/ (this will be linked on the class website). The LinkedIn Learning video tutorials will be assigned weekly!
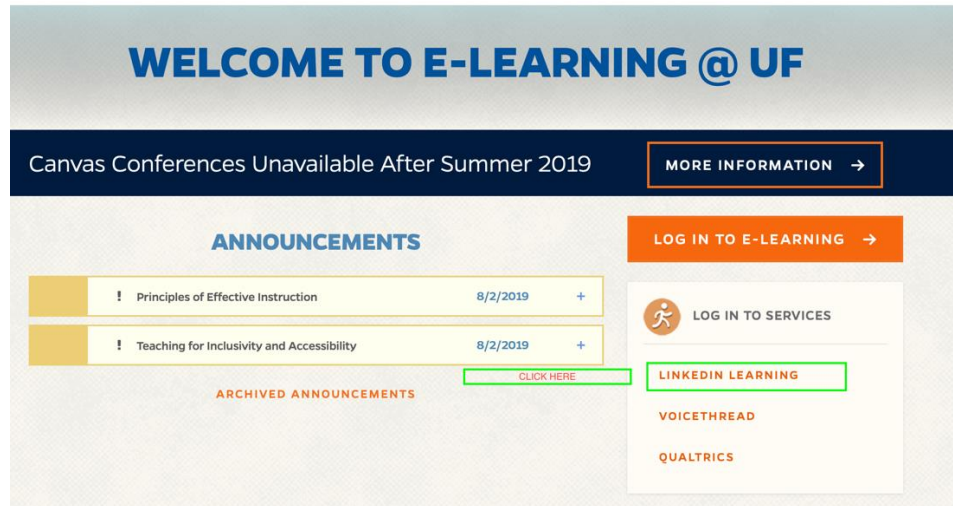
Assignments & Grading Breakdown

Projects	Points
• Project 1	100
• Project 2	100
• Project 3	100
• Project 4	100
• Project 5	100
• Final Project	100
Exams	
• Midterm	100
• Final	100
Class Participation	
• Class discussions and critiques	200
• Total	1000

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 below

Class Participation Being an active participant in class is critical in any academic success. Online and in class discussions and critiques from the instructor and peer will be a worth 20% of your grade.

Class Policies

Attendance This course follows UF attendance policy in general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused.

Class attendance is required for success in this course. You are allowed up to two absences (excused or not) allowed during the semester. For each unexcused absence beyond the allow two, will result in a one third letter grad reduction. Missed work and assignments is the student's responsibility. Do not be tardy for class. Three or more tardies for class will result in an unexcused absence.

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. Any final project not turned in at deadline will have a 10% grade cut for each subsequent class meeting it is late.

Technology Policy This course includes lab time in which students will be using the desktop computers while in class. Therefore, no personal lap top devices will be allowed for use during class time unless a technical issue that enables the student from completing their work arise. Only then, with permission from the instructor, will student(s) be allowed to use their personal computer to continue to work on their class assigned projects. As a matter of courtesy, cell phones will need to be turned off or silenced during class to avoid interruptions.

UF Policies

Academic Integrity UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/ or contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261. Furthermore, you are obliged to report any condition that facilitated academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in the class.

Also, please ask me is you are unsure whether you may be copying someone's design work for your own use.

Course Evaluation "Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/."

Disability Accommodations Students with disabilities requesting accommodations should first register with the Disability resources Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Well-Being Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if you or a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselors are available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center, Sexual Assault Recovery Services,

[University Police Department](#). Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning- support@ufl.edu. https://elearning.ufl.edu/supported-services/

Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling https://career.ufl.edu

Library Support, https://cms.uflib.ufl.edu/ask Various ways to receive assistance with respect to using the libraries or finding resources.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.

Course Agenda
*Detailed weekly assignments, readings, tutorial links, ect. will be on the JOU3213-192D (16000) on the Canvas course site

Week	Date:	Topic:	Assignment:
Week 1	8.26	Class overview/ Introductions / Intro to Design + Typography	Passion project for semester
Week 2	9.2	No Class- Holiday	
Week 3	9.9	Into to Design + Typography continued	Project #1 assigned: Business card Submit passion project idea
Week 4	9.16	Images + Color	Project 1: critique Project 2 assigned: Magazine Cover/ Poster
Week 5	9.23	Typography + Image + Color review	Project 1 due Project 2: critique

		Project 3 assigned: Newsletter
Week 6 | 9.30	Print + Digital Design	Project 2: due Project 3: critique
Week 7 | 10. 7	Exam Review- Guest speaker	Project 3 due:
Week 8 | 10.14	Midterm Exam	
Week 9 | 10.21	Print + Digital continued	Project 4: assigned
Week 10 | 10.28	Digital Design	Project 4: critique Project 5: assigned:
Week 11 | 11.4	Digital Design	Project 4: due Project 5: critique
Week 12 | 11.11	No Class – Holiday	
Week 13 | 11.18	Finals Review	Project 5: due
Week 14 | 11.25	Final in class & Final individual presentations in class (8)	Final
Week 15 |12.2	Final individual presentations in class (8)	
Week 16 | 12.11	Submit Final Project on Canvas	Final project due

*Schedule and deadlines are subject to necessary change. Please note that I reserve the right to modify class assignments to benefit course progression. If an assignment is dropped in totality, other assignments will be averaged to take on its point weighting.