SPRING 2020
JOU3213 • DESIGN
Class #15827

CLASS MEETINGS

LECTURE  Mondays 11:45 a.m. – 2:45 p.m. in 3219 Weimer
(NOTE: Class ends at 1:45 p.m. The time from 1:45 to 2:45 p.m. is open for assignment preparation and production.)

INSTRUCTOR

Richard Shaw — richardshaw@ufl.edu  I am available to meet on Mondays and Tuesdays.

OVERVIEW

This course provides an overview of the basic principles of design, which includes the use of typography, photographs, art and aesthetic concepts in both print and online publications. The course teaches concepts, critique on assignments, and provides lab time for hands-on design production. The spirit of the class is a workshop format, informal in its approach, and yet heavily dependent on constructive feedback and open dialog among students during in-class critiques.

COURSE GOALS

• Design – Understand and properly use design concepts and terminology.
• Color – Appreciate and apply color theory.
• Typography – Demonstrate mastery of typography.
• Application – Recognize and apply basic design principles.
• Art – Make appropriate photo editing decisions and use of artwork.
• Tools – Show proficiency in InDesign and Photoshop with an understanding of Illustrator.
• Creativity – Embrace creativity and explore unique ways to visually communicate ideas.

CANVAS PLATFORM

Canvas will be our central hub for the semester. I will use the site to post project assignments.

TEXTBOOK

There are no required textbooks for this class. All reading assignments will either be posted on Canvas or provided as handouts 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.

(NOTE: 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).

ASSIGNMENTS & GRADING

• Project 1: Contrasting Personalities = 100 points
• Project 2: Design a Poster = 100 points
• Project 3: Design a News Package = 100 points
• Midterm Quiz = 50 points
• Project 4: Contrasting Web Design Personalities = 100 points
• Project 5: Design a Webpage = 100 points
• Final project – Design a Publication = 250 points

(NOTE: Design is about expression and creativity. Grading for this course is largely subjective, based on your creative drive, aesthetic risks, and your improvement from in-class critique to final design submission. There is no precise enumerate rubric.)
**Class critique participation** = 200 points
Design projects at any level, from this class to large media agencies, thrive on critique 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.

**DEADLINES**

Deadlines are a necessary part of the communication world and a missed due date represents an empty page and lost clients.
Each assignment includes two due dates, with points deducted on each for missed deadlines.
Draft version for in-class critiques = -20 points. Final version to Canvas = -10 points.

**ATTENDANCE / PARTICIPATION**

Two absences are waived as a courtesy during the semester. No explanation necessary. Of the 16 weeks, there are 14 total class sessions. Points are accumulated for 12 sessions, each worth about 17 points towards the 200 possible participation points. Please note the “Class critique participation” points above – attendance and participation are directly related. Merely showing up for class is not enough. Engage in the critiques with laptops closed. Missing or being late for final project presentations on the last class of the semester is not permitted.

**FINAL GRADING SCALE**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1000 - 940</td>
</tr>
<tr>
<td>A-</td>
<td>939 - 900</td>
</tr>
<tr>
<td>B+</td>
<td>899 - 870</td>
</tr>
<tr>
<td>B</td>
<td>869 - 830</td>
</tr>
<tr>
<td>B-</td>
<td>829 - 800</td>
</tr>
<tr>
<td>C+</td>
<td>799 - 770</td>
</tr>
<tr>
<td>C</td>
<td>769 - 730</td>
</tr>
<tr>
<td>C-</td>
<td>729 - 700</td>
</tr>
<tr>
<td>D+</td>
<td>699 - 670</td>
</tr>
<tr>
<td>D</td>
<td>669 - 630</td>
</tr>
<tr>
<td>D-</td>
<td>629 - 600</td>
</tr>
</tbody>
</table>

**CLASS POLICIES**

I reserve the right to modify class assignments to benefit the collective progress of the class.

**UF POLICIES**

Honesty: All students are required to adhere to the University of Florida Honor Code.
Plagiarism, such as turning in or altering the work of others, will result in a failing final grade.
There is a huge difference between inspiration and blatantly copying someone’s work.
All photographs submitted for class assignments must be made during the 2019 spring semester.
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 requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to instructor.

**COURSE SCHEDULE**

**Week 1 • January 6**
Lecture: Class overview & syllabus
Introduction to design and typography
Readings:
http://thinkingwithtype.com/
We will use the Lynda.com course called InDesign CC Essential
Training 2015 by David Blatner.
https://www.lynda.com/InDesign
2. Working with Documents
3. Creating a Document
4. Managing Pages
5. Text

Week 2 • January 13
Lecture: Introduction to design and typography
http://thinkingwithtype.com/
Color concepts and use.
Readings:
We will use the Lynda.com course called InDesign CC Essential Training 2015 by David Blatner.
https://www.lynda.com/InDesign

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

Assignment: Project 1
Contrasting Personalities

Week 3 • January 20
MLK Holiday — No class!

Week 4 • January 27
Critique: Project 1
Assignment: Project 2
Design a Poster
Lecture: Review of successful posters
Readings: Assigned
We will use the Lynda.com course called Photoshop CC 2015 One-on-One: Fundamentals by Deke McClelland.
https://www.lynda.com/Photoshoptutorials/
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

Week 5 • February 3
Due to Canvas: Project 1
Critique: Project 2
Assignment: Project 3
Design a News Package
Lecture: Review of successful news packages
Readings:
We will use the Lynda.com course called Illustrator CC Essential Training 2015 by Justin Seeley.

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

Week 6 • February 10
Due to Canvas: Project 2
Critique: Project 3
Assignment: Project 4
Contrasting Web Design Personalities
Lecture: Review of successful web design

Week 7 • February 17
Due to Canvas: Project 3
Critique: Project 4
Assignment: Project 5
Design a Webpage
Lecture: Review of successful webpages

Week 8 • February 24
Midterm: Basic concepts and use of design, typography and color.
Due to Canvas: Project 4
Production: Project 5
Class dismissed after midterm. Use as lab time.

Week 9 • March 2
Spring Break — no class!

Week 10 • March 9
Critique: Project 5
Assignment: Final Project
Design a Publication
Lecture: Review of successful publications

Week 11 • March 16
Proposals: Final Project
Design a Publication
Lecture: Review of successful publications

Week 12 • March 23
Due to Canvas: Project 5
Brainstorming: Final Project
Design a Publication

Week 13 • March 30
First Draft: Final Project
Design a Publication

Week 14 • April 6
Production: Final Project
Design a Publication
No class. Use as lab time.

Week 15 • April 13
Critique: Final Project
Design a Publication

Week 16 • April 20
Presentation: Final Project
Design a Publication

Exam Week • April 30 at noon
Due: Final Project due to Canvas
No class!