

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

A	1000 - 940	A-	939 - 900		
B+	899 - 870	B	869 - 830	B-	829 - 800
C+	799 - 770	C	769 - 730	C-	729 - 700
D+	699 - 670	D	669 - 630	D-	629 - 600

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

<http://thinkingwithtype.com/>

Readings:
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

ML King 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

5 Introducing Layers

6 Saving Your Progress

7 Brightness and Contrast

8 Balancing Colors

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.

<https://www.lynda.com/>

Illustratortutorials/

Illustrator-CC-Essential-

Training-2015/370378-2.html

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!