

# JOU 3220C - VISUAL JOURNALISM - SPRING 2020 SYLLABUS

Monday 4:05 - 7:05PM, Weimer 1076

Instructor: Sarah Fisher

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Office hours by appointment

## COURSE SUMMARY:

Why Learn to Create Great Visuals?

- A. Because they are interesting.
- B. Because studies have shown that people are more likely to read words if the words have a visual alongside them than if they don't.
- C. Because learning how to create quality visuals can set you above your competition in a tough job market.
- D. Because multimedia journalism skills are expected by various industries.
- E. All of the above.

Whichever reason appeals to you the most, they are all correct. But when creating or capturing visuals, there is a huge difference between "visuals" and "awesome visuals." This class is designed to open your eyes to what it takes to create awesome visuals and to ensure a foundational skill set for multimedia journalism.

The objective of this course is to inspire and train you to begin creating powerful multimedia journalism.

## COURSE GOALS:

During this course you will have the opportunity to learn multimedia journalism skills from experts in the fields of Audio, Photography, Video and Design. The course will provide an overview of design principles and technological learning in the four areas we will be covering, along with team and individual information-gathering projects.

By the end of this course you should be gaining confidence in your use of visual communication terminology and in the early stages of basic information gathering and creating with visuals for multimedia journalism.

## COURSE POLICIES:

- Please be respectful when someone is speaking and listen well.
- No phone or computer use during class, except for taking notes or as directed for an activity.
- No audio recording, photographing or videotaping allowed in class without receiving permission first.
- Be on time and be prepared to participate, read the weekly assignments on Canvas.
- Late work will cost you 10 points per 24 hours.
- Make up exams only for university-determined cases.

**GRADING:**

A ≥ 93.0%

A- = 90.0-92.9%

B+ = 88.0-89.9%

B = 83.0-87.9%

B- = 80.0-82.9%

C+ = 78.0-79.9%

C = 73.0-77.9%

C- = 70.0-72.9%

D+ = 68.0-69.9%

D = 60.0-67.9%

F ≤ 59.9%

**500 TOTAL POINTS AVAILABLE**

**Details will be handed out in class before each assignment.**

**1. TEAM PROJECT - 100 points (due 2/24)**

Your assigned team will choose a topic by approval, then work together to produce a project that includes all four aspects of visuals covered in this course: Design, Photography, Audio and Video. Strengthen your experience in visuals by practicing team production. Peer assessment = 10% of this grade. Class presentation on 2/24 = 10% of this grade.

**2. INDIVIDUAL PROJECT - 150 points (due 4/6)**

Choose a topic by approval and produce a project that includes all four aspects of visuals covered in this course, Design, Photography, Audio and Video. An opportunity to develop skills and apply creativity. Self assessment = 10% of this grade. You will present your project in class on 4/13 for 10% of your grade.

**3. FINAL EXAM - 100 points (4/27)**

The multiple choice final exam will cover concepts and terminology from class, guest speakers and readings.

**4. WEEKLY ASSIGNMENTS - 100 points**

10 information-gathering assignments to be assigned on Canvas throughout the semester.

**5. CLASS PARTICIPATION - 50 points**

Professionalism, on-time attendance and participation in class discussions. One absence is allowed before losing 10 points each after that. Each class missed is the same as missing a full week of classes since we only meet once a week. If you do miss class, be sure to get notes from a classmate.

## RECOMMENDED BOOKS AND MATERIALS:

- *Adobe Creative Suite - available from UF at an annual rate. You will need this for course projects and can use it in the labs, but it is also great software to purchase for your own laptop.*
- *Additional readings and resources will be assigned weekly on Canvas*

## COURSE PROJECT STRUCTURE:

### **For Team and Individual Projects**

#### **Part 1 – Design**

- Create a header on your topic
- Follow rules of layout and design
- Use creativity!

#### **Part 2 – Photography**

- Create a photo story on your topic
- Incorporate design principles
- Use creativity!

#### **Part 3 – Audio**

- Conduct a 5 minute interview on your topic, edited to 2 minutes
- Follow sound principles
- Use creativity!

#### **Part 4 – Video**

- Create a short video segment edited to 1 minute
- Use principles & methods learned
- Use creativity!

COURSE SCHEDULE:

1/6 - What are great visuals?

1/13 - The Rules of Design (know them before you break them) **Teams assigned and begin to plan projects**

1/20 - **No Class - Martin Luther King, Jr. Day**

1/27 - GUEST SPEAKER: Photography

2/3 - GUEST SPEAKER: Audio

2/10 - GUEST SPEAKER: Video - part 1

2/17 - GUEST SPEAKER: Video - part 2

2/24 - **Team Project Due - Presentations**

3/2 - **No Class - Spring Break**

3/9 - Why do ethics matter in visual journalism?

3/16 - Law in Visual Communications

3/23 - **Work on Individual Project during class**

3/30 - **Work on Individual Project during class**

4/6 - **Individual Project Due - Presentations**

4/13 - Beyond creating great visuals: Business and career

4/20 - Exam Review and Q&A

4/27 - Final Exam 10:00AM - 12:00PM

Schedule may be adjusted throughout the course.

#### ATTENDANCE IS MANDATORY:

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: [catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)

UF GRADING POLICIES: [catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/](http://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)

#### COURSE EVALUATIONS:

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 [gatorevals.ua.ufl.edu/students/](http://gatorevals.ua.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 [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [gatorevals.ua.ufl.edu/public-results/](http://gatorevals.ua.ufl.edu/public-results/)

#### ACADEMIC HONESTY:

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 ([sccr.dso.ufl.edu/process/student-conduct-code/](http://sccr.dso.ufl.edu/process/student-conduct-code/)) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

#### ACCOMMODATIONS:

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

#### HEALTH AND WELLNESS:

**U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <https://counseling.ufl.edu> , 392-1575

**Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161

**University Police Department:** <http://www.police.ufl.edu/> 392-1111 (or 9-1-1 for emergencies).

#### ACADEMIC RESOURCES:

**E-learning Technical Support**, 352-392-4357 (select option 2) or e-mail to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu). <https://lss.at.ufl.edu/help.shtml>

**Library Support**, <http://cms.uflib.ufl.edu/ask>, offers various ways to receive assistance with respect to using the libraries or finding resources.

**ADDITIONAL INFO AVAILABLE ON CANVAS:** [elearning.ufl.edu](http://elearning.ufl.edu)