JOU 3220C - VISUAL JOURNALISM - FALL 2020 SYLLABUS

Monday 4:05 - 7:05PM

Instructor: Sarah Fisher – skiewel@ufl.edu

I am available for questions through email (NOT CANVAS messaging/email, since it can be faulty at times) and for Zoom office hours by appointment. Emails with questions regarding course assignments or the exam should be sent at least 24 hours before the assignment is due.

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.

COURSE GOALS:

The objective of this course is to inspire and train you to begin creating powerful multimedia journalism. During this course you will have the opportunity to learn multimedia journalism skills in Audio, Photography, Video and Design. The course will provide an overview of design principles and technological learning in these four areas through educational materials and information-gathering projects. By the end of this course you should be comfortable in your use of beginning visual journalism terminology as you progress with information gathering and creating multimedia journalism.

COURSE POLICIES:

- Please be respectful in your interactions with others in this course and in your emails/postings. Be on time and prepared to participate.
- Thoroughly read the materials and weekly assignments on Canvas.
- No audio recording, photographing or videotaping allowed during class without receiving permission first. Unauthorized recording and unauthorized sharing of course materials is strictly prohibited.
- Late work will cost you 10 points per 24 hours.
- Make up exams only for university-determined cases.

GRADING:

A ≥ 94.0%

A- = 90.0-93.9%

B+ = 87.0-89.9%

B = 84.0-86.9%

B- = 80.0-83.9%

C+ = 78.0-79.9%

C = 74.0-77.9%

C- = 70.0-73.9%

D+ = 67.0-69.9%

D = 64.0-66.9%

D- = 61.0-63.9%

F ≤ 60.9%

500 TOTAL POINTS AVAILABLE

Details will be handed out in class before each assignment. Assignments will be graded on their level of the following aspects: News Value, Professionalism and Creativity.

1. **MULTIMEDIA PROJECT - 200 points**

Choose a relevant news topic and produce a multimedia project that includes all four aspects of visuals covered in this course, Design, Photography, Audio and Video. This is an opportunity to develop skills, search for newsworthy topics and apply creativity. There will be a self-assessment form to fill out which will account for 10% (20 points) of this grade.

2. **WEEKLY ASSIGNMENTS (Including Peer Reviews) - 120 points (12 points each)**

There will be 10 information-gathering assignments assigned on Canvas throughout the semester, with two peer reviews required for each assignment.

3. **FINAL EXAM - 100 points**

The final exam will cover concepts and terminology from course material.

4. **CLASS PARTICIPATION - 80 points**

Professionalism, on-time attendance to scheduled meetings and respectful participation in class discussions, including online discussion postings.

REQUIRED SOFTWARE AND MATERIALS:

- *Adobe Creative Suite - available from the UF Bookstore at an annual rate. You are required to have access to the Adobe Creative Suite for the course projects.*
- *Additional readings and resources will be assigned weekly on Canvas.*

COURSE PROJECT STRUCTURE:

For All Projects and Assignments: ALL MATERIAL TURNED IN FOR THIS COURSE MUST BE COMPLETELY YOUR OWN WORK AND CREATED DURING THE COURSE PERIOD. ANYONE TURNING IN PREVIOUSLY GATHERED MATERIAL, MATERIALS ALSO USED FOR ANOTHER COURSE, OR SOMEONE ELSE'S WORK WILL RECIEVE A ZERO FOR THE ASSIGNMENT ALONG WITH ANY UNIVERSITY-DETERMINED CONSEQUENCES. PLAGIARISM IS A SERIOUS ACADEMIC OFFENSE AND USING ANY MATERIALS PRODUCED BY SOMEONE ELSE IS PLAGIARISM.

For the Multimedia Project: Throughout the course you will have assignments that work towards your final 3 to 5-Minute Multimedia Project.

Part 1 – Design

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

Part 2 – Photography

- Create an 8-12 image photo story on your topic
- Incorporate design and visual journalism principles
- Use creativity!

Part 3 – Audio

- Conduct an interview that is at least 5-minutes long on your topic, edited to 2-3 minutes
- Follow sound principles
- Use creativity!

Part 4 – Video

- Create a short video segment edited to 1-3 minutes
- Use principles & methods learned
- Use creativity!

COURSE SCHEDULE:

Weekly Course Responsibilities: 1. Read/watch materials on Canvas, 2. Post a response on Canvas discussion board for the topic, and 3. Complete and submit the weekly assignment.

(* indicates attendance required on Zoom during scheduled class time 4:05 – 7:05 PM)

*8/31 – Introduction and Course Overview

9/7 – *No Class – Labor Day*

*9/14 – Open House: Project topics (Assignment 1, due on Canvas by 3:00PM). **Design/ Adobe InDesign**

9/21 – Ethics in Visual Journalism (Assignment 2: *Design* due on Canvas by 3:00PM).

9/28 – Law in Visual Journalism (Assignment 3: *Contrast Photo* due on Canvas by 3:00PM).

10/5 – Photography/ Adobe Photoshop (Assignment 4: *Photo 2* due on Canvas by 3:00PM).

10/12 – Audio/ Adobe Audition (Assignment 5: *Toned Photo* due on Canvas by 3:00PM).

10/19 – Video/ Adobe Premiere Pro-part 1 (Assignment 6: *Audio* due on Canvas by 3:00PM).

10/26 – Video/ Adobe Premiere Pro-part 2 (Assignment 7: *Video* due on Canvas by 3:00PM).

11/2 – Business, career and internships (Assignment 8: *Video Edit* due on Canvas by 3:00PM).

11/9 – Work on Multimedia Project (Assignment 9: *Website* due on Canvas by 3:00PM).

11/16 – Work on Multimedia Project

11/23 – Multimedia Project Due

11/30 – Peer Reviews Due (Assignment 10, on Canvas by 3:00PM).

12/7 – Final Exam

Schedule may be adjusted throughout the course.

ATTENDANCE IS MANDATORY DURING SCHEDULED MEETINGS:

Ten points will be deducted from your participation grade for each missed class meeting. 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/

ZOOM PROFESSIONALISM:

Please maintain a professional appearance and conduct during our remote lecture meetings, just as you would for an in-person class meeting. Consider your wardrobe/hygiene, audio and visual background, as if we were all in the same room.

You are expected to have your camera on during live class meetings. If you go to black screen for a significant amount of time, points will be deducted from your attendance/participation score at the instructor's discretion. Note that lectures will be recorded for educational purposes. If you have extenuating circumstances or concerns about Zoom attendance, please see the instructor. You are encouraged to use virtual backgrounds for Zoom if you want to protect the privacy of your environment or surroundings.

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

UF GRADING POLICIES: 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.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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.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/) 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 in this class.

ACCOMODATIONS:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.

DIVERSITY STATEMENT:

The University of Florida's College of Journalism and Communications Department of Journalism is committed towards remaining an intellectual community that is enhanced by many types of diversity and we expect each of our courses to help foster an understanding of the significance of humanity, cultures and mass communication systems worldwide.

HEALTH AND WELLNESS:

U Matter, We Care: If you or a friend is in distress, please contact 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. 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