FALL 2020
JOU4214 • ADVANCED DESIGN
Class #15308

CLASS MEETINGS

LECTURE *(Online Zoom)*   Thursdays 1:55 - 3:55 p.m. (face-to-face in 3024 Weimer)
LAB *(On your own)*   Mondays 3:55 – 4:55 p.m.

INSTRUCTOR

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

OVERVIEW

This course provides an overview of advanced principles of design, which focus on online web design, responsive design and wireframe aesthetic concepts. 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 the fundamentals with an emphasis on online web design.
- **Color** – Applied color theory and audience impact.
- **Typography** – Demonstrate mastery of typography.
- **Application** – Show proficiency in InDesign, open-source CMS, Wireframes and UX/UI.
- **Creativity** – Embrace creativity and explore unique ways to visually communicate ideas.

ONLINE PLATFORMS

Canvas is our central hub for the semester. Be sure to turn "on" notifications.
Zoom is our online classroom for the semester. Note details under "Course Policies" below.
LinkedIn Learning is our textbook. Weekly viewing links are posted in Canvas Announcements.

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 login into LinkedIn Learning.com to watch software training tutorials throughout the semester. These are available for free to UF students at https://elearning.ufl.edu/ (this will be linked on Canvas).
Adobe Creative Cloud Suite is required for InDesign and XD software for assignments. UF IT offers students a discounted rate at https://helpdesk.ufl.edu/software-services/adobe/.

ASSIGNMENTS & GRADING

- Project 1: = 100 points
- Project 2: = 100 points
- Project 3: = 100 points
- Labs: Five LinkedIn Learning tutorials at 40 points each = 200 points
- Final project = 200 points

Class critique participation = 300 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. Points are deducted for each missed deadline.

ATTENDANCE / PARTICIPATION

Two absences are waived as a courtesy during the semester. No explanation necessary. Of the 15 weeks, there are 12 total class sessions. Points are accumulated for 10 sessions, each worth 30 points towards the 300 possible participation points. Please note the "Class critique participation" points above – attendance and participation are directly related. Merely showing up online is not enough. Engage in the critiques. Attendance for Final Project critique session on November 19 is required.

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

COURSE POLICIES

This class is categorized as a "hybrid" course. Lectures are presented 70% online via the Zoom application and 30% in-classroom. Please be mindful of maintaining a professional appearance and conduct via our remote lecture meetings. Consider your wardrobe and hygiene just as you would were we all in the same room, as well as your audio and visual backgrounds.

You are expected to have your camera on during Zoom sessions. 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 may be recorded for educational purposes. If you have extenuating circumstances or concerns, please see the instructor. Students must produce class assignments with safe practices that respect social distancing with face masks during the Coronavirus pandemic. Because of our lecture online learning format, it is essential that students are dedicated and focused. "Virtual" attendance from a distant venue can dilute the learning experience.

Distractions can be tempting Therefore, I request:

- Attend via Zoom from a secure and stationary location that is free of distrations.
- Be on time. Join Zoom just prior to the start of class. I begin class exactly on time.
- Use your computer's video camera for the duration of lecture.
- Listen well and be respectful when someone else is speaking.
- No phone calls, texting or web surfing during class.

COVID related practices:

For **online zoom class sessions**, the lectures 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. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

We will have three **in-classroom sessions** to accomplish the student learning objectives of this course. **These classes will be on Sept. 17, Oct. 15 and Nov. 19.**
In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (six feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

RESPECT

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. Furthermore, I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official records, please let me know.
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me.
- If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at jhernandez@jou.ufl.edu.
- If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.

Your entire college experience, whether during class time or during your personal life, should build habits and sensitivities that benefit your humanitarian values as a member of our democratic society. Empathy is expected for diversity of race, ethnicity, sexual orientation, age, education, gender, politics, faith and socioeconomics, among many others.

As a member of our global community, your individual actions and words reflect on the College of Journalism and Communications, the University of Florida, your hometown, in addition to your individual moral character.

Respect your self-identity in a wise and dignified manner.

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 designs submitted for class assignments must be produced during the 2020 fall 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 • September 3
Lecture: Class overview & syllabus
Lab 1: LinkedIn Learning course
        InDesign Quick Start
        InDesign Publish Online

Week 2 • September 10
Lecture: Review design, color and typography fundamentals.
Assignment: Project 1
        Print magazine design

Week 3 • September 17 (in-class)
Lecture: Contrast print, online design.
Critique: Project 1
Lab 2: LinkedIn Learning course
        HTML Esstential Training

Week 4 • September 24
Due to Canvas: Project 1
Lecture: Web design fundamentals
Assignment: Project 2
        InDesign Publish Webpage

Week 5 • October 1
Lecture: Web design terms
Critique: Project 2
Lab 3: LinkedIn Learning course
        WordPress Training

Week 6 • October 8
Due to Canvas: Project 2
Lecture: WYSIWYG platforms
Assignment: Project 3
        WordPress Webpage

Week 7 • October 15 (in-class)
Critique: Project 3
Lecture: Web design trends
Assignment: Final Project
        DX Web Wireframing
Lab 4: LinkedIn Learning course
        InDesign for UX Design

Week 8 • October 22
Due to Canvas: Project 3
Lecture: UX / UI
Lab 5: LinkedIn Learning course
        XD Essential Training

Week 9 • October 29
Lecture: UX / UI
Proposals: Final Project

Week 10 • November 5
Prototypes: Final Project

Week 11 • November 12
Updates / Q&A: Final Project

Week 12 • November 19 (in-class)
Critique: Final Project

Week 13 • November 26
Thanksgiving Break — No class!

Week 14 • December 3
No class. Use as production time.
Due to Canvas: Final Project
        XD Web Frame

Week 15 • December 10
No class! Reading Days.

Exam Week • December 17
No final exam! No class!