

JOU 4930-23463

VISUAL MEDIA ENTREPRENEURSHIP – FALL 2021 SYLLABUS

Wednesdays 10:40 - 11:30 AM (Online)

Instructor: Sarah Fisher – skewel@ufl.edu

I am available for questions through email (CANVAS messaging/email can be faulty at times). Emails will typically be answered within 24 to 48 hours, excluding weekends.

OPEN HOUSES /Zoom office hours on the following Tuesdays: 9/14, 10/12, 11/02 11:00 – 12:15PM.

COURSE SUMMARY:

Provides the opportunity for future visual communicators to gain entrepreneurship skills for use in supplementing income or starting a business. Covers practical application of topics including business startup, marketing and finding your business niche.

COURSE GOALS:

The objective of this course is to provide an overview of the visual media business environment and to prepare students to create a visual media business plan. During this course you will have the opportunity to learn practical media business strategies and techniques. By the end of this course, you should be prepared to progress with developing your business website and business plan.

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 all announcements, materials and weekly assignments on Canvas.
- Audio recording is only permissible during the class lecture presentation and may NOT be passed on to other students or posted or shared anywhere online in any circumstance. No audio recording, photographing or videotaping allowed during any part of the class time (except during the lecture presentation) without receiving permission first. Unauthorized recording and unauthorized sharing of course materials is strictly prohibited.
- A recording of a class lecture may not be published without the consent of the lecturer.
 - **Publish** is defined as sharing, transmitting, circulating, distributing, or providing access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section.
 - A recording, or transcript of the recording, is considered to be published if it is posted on or uploaded to, in whole or part, any media platform, including but not limited to social media, book, magazine, newspaper or leaflet.
- A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.
- Late work will be deducted 20% per day. Submissions online close at exact times, so be sure to plan ahead and submit early to avoid being late due to tech or life difficulties.
- Make up exams or projects will only be allowed in University-determined cases.

GRADING:

A \geq 94.0%
A- = 90.0-93.9%
B+ = 87.0-89.9%
B = 84.0-86.9%
B- = 80.0-83.9%
C+ = 77.0-79.9%
C = 74.0-76.9%
C- = 70.0-73.9%
D+ = 67.0-69.9%
D = 64.0-66.9%
D- = 61.0-63.9%
F \leq 60.9%

400 TOTAL POINTS AVAILABLE

Details will be posted on Canvas before each assignment.

1. BUSINESS DEVELOPMENT PROJECT - 150 points

Develop your business website and business plan.

2. WEEKLY ASSIGNMENTS - 80 points (10 points each)

Eight weekly assignments on lecture topics, due Tuesdays at midnight.

3. CLASS PARTICIPATION - 50 points

Professionalism, on-time attendance to scheduled meetings and respectful participation in class discussions with camera on.
Full points will not be earned without bringing new information and perspective to the discussions.

4. EXAM - 120 points

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

REQUIRED READINGS:

Readings and resources will be assigned weekly on Canvas.

COURSE SCHEDULE:

8/25 (Week 1) – Introduction & Course Overview

9/1 (Week 2) – Issues and Challenges in Visual Communication

9/8 (Week 3) – Finding Your Niche

9/14 ~ OPEN HOUSE (optional) 11:00AM – 12:15PM ~

9/15 (Week 4) – Creating a Business Plan

9/22 (Week 5) – Budgeting Your Plan

9/29 (Week 6) – Financing Opportunities (Grants, Funding, Crowdsourcing, etc.)

10/6 (Week 7) – Travel Opportunities and Planning

10/12 ~ OPEN HOUSE (optional) 11:00AM – 12:15PM ~

10/13 (Week 8) – Invoicing for Payment

10/20 (Week 9) – Marketing Your Product

10/27 (Week 10) – Copyright and Contracts

11/02 ~ OPEN HOUSE (optional) 11:00AM – 12:15PM ~

11/3 (Week 11) – Mentoring and Internships

11/10 (Week 12) – Business Project Due

11/17 (Week 13) – Peer Reviews

11/24 (Week 14) – (No class meeting) Thanksgiving

12/1 (Week 15) – Exam (on Canvas)

Schedule may be adjusted throughout the course.

COURSE REQUIREMENTS:

ACADEMIC HONESTY:

For All Projects and Assignments: ALL MATERIAL TURNED IN FOR THIS COURSE MUST BE COMPLETELY YOUR OWN. Anyone turning in someone else's work or materials also used for another course (without permission from the instructor of both courses) will receive a zero for the assignment along with any additional University-determined consequences. Plagiarism is a serious academic offense and presenting any materials as your own that were produced in part or whole by someone else is plagiarism.

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 specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code.](#) 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.

ATTENDANCE IS MANDATORY DURING SCHEDULED MEETINGS:

Points will be deducted from your participation grade for each missed class meeting. If you need to miss class, please let me know in advance. 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 the lecture portion of class may be recorded for educational purposes only and is not to be distributed or shared. 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. 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/

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 to remaining an intellectual community enhanced by many perspectives and we expect each of our courses to help foster an understanding of the significance of each person, culture and mass communication system worldwide.

HEALTH AND WELLNESS:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

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