

# SYLLABUS

---

**JOU4214 • ADV DESIGN  
SECTION 1426**

**UNIVERSITY OF FLORIDA  
COLLEGE OF JOURNALISM & COMMUNICATIONS  
FALL 2022**

---

**CLASS MEETINGS**

**SECTION 1426**

Thursday 1:55 – 4:55 p.m. / Weimer 3219

---

**INSTRUCTOR**

Jason Farmand  
jason.farmand@gmail.com

---

**OFFICE**

I live in Orlando and will be commuting to Gainesville on Thursdays for class. I do not have official office hours, however, I will be available for you outside of class. The best way to get in touch is via email, which is efficient for anything from a quick, simple question to more detailed feedback/critique on a project you are working on. Please be mindful of deadlines when emailing me for additional feedback on your work – if you email me 30 minutes before a project is due, it is very unlikely you'll get a response. I'm also happy to video chat via Google Meet or Zoom, which should be scheduled in advance. The best time for video chats is in the evening but before 10 p.m.

---

**COURSE GOALS**

The main goal of this course is to produce portfolio-quality design work. This will include branding work plus a heavy emphasis on publication design. You will also gain a comprehensive understanding of modern web design – responsive design, how to design for the web, retina displays, and the differences between web and print design. We will also have weekly discussions reviewing case studies about the world of design today. **This is not a software course.** We will use Adobe CC as a tool but we will not spend time learning how to use the software. Being a capstone course, you are expected to have an advanced knowledge of InDesign and Photoshop and an intermediate knowledge of Illustrator.

---

**CLASS WEBSITE**

**[www.jou4214.com](http://www.jou4214.com)**

This will be our central hub for the entire semester. I will use the website to post reading assignments, show examples of good and bad design, offer design resources for your benefit, link to software tutorials, etc. You will also use the website to submit your project files to me when required.

---

**REQUIRED MATERIALS**

There are no required textbooks for this class. All reading assignments will either be posted on the class website or be given to you as a handout 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. 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 website). The Lynda.com required viewings will be assigned on a weekly basis.

You will be required to register a domain name for your final portfolio website (if you don't already own one). I will offer you plenty of options on services to use for this project.

## ASSIGNMENTS & GRADING

<b>Projects*</b>	Project 1	200 points
	Project 2	200 points
	Project 3	200 points
	Project 4	200 points
	Research project	200 points
	Project 5	300 points
	Final portfolio	300 points
<b>Class/critique participation</b>		400 points

Design projects at any level – from this class to big agencies – thrive on critiques and peer feedback. 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. Please note that your participation in critiques and other class and online discussions represents 20% of your grade.

<b>Final grading scale</b>	
A	1860-2000
A-	1800-1859
B+	1740-1799
B	1600-1739
C+	1540-1599
C	1400-1539
D+	1340-1399
D	1200-1339
E	1199 or less

**Final point total percentages will not be rounded up or down.**

---

## CLASS POLICIES

### **Deadlines**

**Late work is not acceptable.** This is your capstone course; therefore, I will not accept any late work. Deadlines are a necessary part of any aspect of journalism and a missed deadline represents an empty page, lost client and failed project. The first draft of any project is 25% of the final grade (due at the beginning of class on critique days). Not being fully prepared for a first crit will result in a minimum 10% cut for any project. Final drafts of projects are due at the beginning of class. I will afford you a 10-minute grace period where you can earn 50% of what your grade would be if you turn your project in between 1:56 and 2:05 p.m. At 2:06 p.m., the grade is a zero for that project.

### **Attendance**

**Attendance is mandatory with one absence (excused or not) allowed during the semester.** However, I would suggest that you not skip any classes because you will fall behind. The attendance policy includes non-extended illnesses; for an extended illness for two or more consecutive classes, a doctor's note is necessary. It is the student's responsibility to obtain all missed assignments from the instructor and to still meet all project or test deadlines for any day of absence not due to extended illness. Missing or being late for the last class of the semester, the midterm, or the final, is not permitted. Being late for final project presentations will result in a minimum 15% grade reduction. For each unexcused absence beyond the allowed one, you will lose one-third of a letter grade for the course (i.e. an A will become an A-, etc.).

### **Tardiness**

**Coming to class late is not acceptable.** Attendance is taken at the beginning of class. Coming to class late three times counts as one full absence. If you are more than 15 minutes late to class, that counts as a full absence. However, I realize that unforeseen surprises and delays sometimes come up in life. Each student will have one "Get out of jail free certificate" to use in this circumstance.

### **Extra credit**

If you have an idea that you would like to create to further your personal goals or to expand your portfolio, please email me or talk to me in class to discuss it.

---

\* I reserve the right to modify class assignments to benefit the collective progress of the class. Should an assignment be dropped entirely, the other assignments will be averaged to replace its point weighting.

**Honesty**

Plagiarism, such as turning in or altering the work of others, will result in a final grade of E. There is a huge difference between inspiration and blatant copying of someone’s work. Please ask me if you are unsure whether you may be copying someone else’s design work.

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 with disabilities are encouraged to register with the Office for Student Services to determine the appropriate classroom accommodations. For students with print related disabilities, this publication is available in alternate format. For students with hearing disabilities trying to contact an office that does not list a TDD, please contact the Florida Relay Service at 1-800-955 8771 TDD.

**Diversity**

I am committed to creating an inclusive environment in which all students are respected and valued. I will not tolerate disrespectful language or behavior on the basis of age, ability, color/ethnicity/race, gender identity/expression, marital/parental status, military/veteran’s status, national origin, political affiliation, religious/spiritual beliefs, sex, sexual orientation, socioeconomic status or other visible or non-visible differences.



Good artists copy.  
Great artists steal.

PABLO PICASSO

**COURSE SCHEDULE**

*(schedule and deadlines subject to modification)*

**Week 1** • August 25

Class overview / syllabus  
Introductions  
Discussion

**Week 2** • September 1

Project 1 assigned  
Discussion

**Week 3** • September 8

Project 1 critique  
Discussion

**Week 4** • September 15

Project 1 due  
Project 2 assigned  
Research project assigned

**Week 5** • September 22

Project 2 critique  
Discussion

**Week 6** • September 29

Project 2 due  
Project 3 assigned  
Discussion

**Week 7** • October 6

Project 3 critique  
Discussion

**Week 8** • October 13

Project 3 due  
Project 4 assigned

**Week 9** • October 20

Project 4 critique  
Discussion

**Week 10** • October 27

Project 4 due  
Project 5 assigned  
Research report presentations

**Week 11** • November 3

Project 5 critique 1  
Discussion

**Week 12** • November 10

Project 5 critique 1  
Discussion

**Week 13** • November 17

Project 5 critique 2  
Discussion

**Week 14** • November 24

*Thanksgiving – no class*

**Week 15** • December 1

Project 5 due  
Portfolio prep / individual appts

**Portfolios due December 12 by 5 p.m.**