

SYLLABUS

JOU 3213 DESIGN

CLASS #14219 | SPRING 2023

MONDAYS 12:50 - 2:45 PM

Periods 6-7

WEIMER HALL

Room 2052

INSTRUCTOR

Shannon Alexander

EMAIL

shannonalexander@ufl.edu

OFFICE HOURS

I am available to meet on Mondays. Weimer 3105.

Email me to make an appointment. I am available in-person, zoom, or over the phone. Please allow me 48 hours to respond.

*3 Credits

COURSE DESCRIPTION

This course provides an overview of the basic principles of design, which includes the use of typography, photographs, color, composition, and aesthetic concepts in both print and web. 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.

Approximately one-third of the class will be spent in lectures and demonstrations. The remainder of class time will be used for final project critiques and production time. Occasionally, there will be a hands-on project during class to further demonstrate our understanding of the lecture material.

Students will take responsibility for participating in discussions/critiques, researching to find answers/sources of information, documenting and sharing information, problem solving, and asking questions.

COURSE OBJECTIVES

At the end of this course, students will be able to effectively communicate through the application of design knowledge and tools. This course will focus on the fundamentals of design along with learning how to conduct research, apply design methods, communicate with design language, identify strategies, produce content, and present work.

We will focus on these main topics:

DESIGN – Understand and properly use design concepts and terminology.

COLOR – Appreciate and apply color theory.

TYPOGRAPHY – Demonstrate mastery of typography.

APPLICATION – Recognize and apply basic design principles and elements.

ART – Make appropriate visual editing decisions and use of artwork.

TOOLS – Show proficiency in Illustrator and InDesign with an understanding of Photoshop and Figma.

CREATIVITY – Embrace creativity and explore unique ways to visually communicate ideas.

PLATFORMS

Canvas is our central hub for the semester. Be sure to turn “on” notifications.

LinkedIn Learning is our textbook. Weekly viewing links are posted in Canvas Announcements.

TEXTBOOK/REQUIRED MATERIALS

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 log into LinkedInLearning.com to watch software training tutorials throughout the semester.

These are available for free to UF students [here](#) (this will be linked on Canvas).

Adobe Creative Cloud Suite is required for InDesign, Photoshop, and Illustrator software for class assignments. The classroom lab will have computers with this software on it. But if you would like to purchase it for your own computer, UF IT offers students a discounted rate at <https://helpdesk.ufl.edu/software-services/adobe/>.

Figma will be required for this class. We will sign up for a free student version [here](#).

And lastly, bring a sketch book and pen/pencil to every class so you can collect sketches, research, notes, etc.

ASSIGNMENTS & GRADING

Breakdown of total possible points for each assignment (for a total of 1,000 points):

Project 1 = 100 points

Project 2 = 100 points

Project 3 = 150 points

Project 4 = 200 points

Project 5 = 50 points

Labs (5 total) = 100 points

Homework (5 total) = 100 points

Attendance = 200 points

EVALUATION OF GRADES

These are the four main categories that will make up your final grade:

60% PROJECTS

Includes five (5) projects.

10% LABS

Includes five (5) LinkedIn Learning tutorial assignments.

10% HOMEWORK

Includes five (5) homework assignments.

20% ATTENDANCE

For the entire semester, we will only hold required in-person classes on 12 of those weeks (please review the schedule for more information). Points are accumulated for only **10** sessions.

Please review the project rubrics on Canvas to understand the specific grading scale.

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
E	590 - 0

More information on grades and grading policies is here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

DEADLINES

Deadlines are a necessary part of the communication world and a missed due date represents an empty page and lost clients. Projects, homework, and labs are due to Canvas on the assigned due date.

For every day past the deadline on Canvas, your labs and homework will lose points:

LABS/HOMEWORK

Due to Canvas = -2 points (10%) per day after deadline.

Here is a breakdown of the points deducted from your final project grade for each missed deadline:

PROJECTS

(1) Final Critique = -15% if you miss critique.

(2) Due to Canvas = -10% if submitted late.

MAKE-UP WORK

You are eligible for make-up work only in the event of an excused absence. Work may be different from what is originally assigned. It is your responsibility to ask for make-up work within a week of the absence.

If you are absent or tardy it is your responsibility to obtain missed information from another student in the class. If you cannot reach out to another student, please reach out to me. But please give me at least a 48 hour time frame to reply to all Canvas and email messaging.

PROCESS BOOK

This is a collection of your progress both in and out of class. You are encouraged to record anything interesting in your journal as you see fit. The postings can include sketches, photographs, type in interesting places, designers, thoughts, concepts, ideas, process and much more. This sketchbook will help you build ideas, improve your concepts, or revisit old ideas. Your process notebook will be checked after every project submission, in order to help observe your process and concepts.

These process books will be graded along with your project submission. Minimum of **one (1)** page required.

ATTENDANCE

Attendance is mandatory. This class is categorized as 100% in-classroom. You are permitted **two (2)** unexcused absences in the semester without penalty to your grade. No explanation necessary.

After your second unexcused absence, the instructor may lower your attendance grade 10 points (out of 200 points total) for each additional absence.

Excused absences include religious holidays, a verifiable death in the immediate family, or with a doctor's note. If you are sick, please stay home.

Requirements for class attendance, make-up assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies.](#)

ACADEMIC HONESTY POLICY

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 2023 spring 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.”

Full information regarding these policies is available at www.registrar.ufl.edu and www.dso.ufl.edu.

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.

STUDENTS WITH DISABILITIES

Students with disabilities should first register with the Disability Resource Center at (352) 392-8565 or <https://disability.ufl.edu/> 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.

COUNSELING & WELLNESS

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more information at <https://counseling.ufl.edu/> or (352) 392-1575.

University Police Department: (352) 392 1111 or 911 for emergencies.

COURSE SCHEDULE

Classes Begin - Monday, January 9
Classes End - Wednesday, April 26

	LESSON	PROJECT	HOMEWORK	LABS
WEEK 1 JAN 9	Course Overview & Syllabus // Foundations of Graphic Design // Fundamentals of Imagemaking			
WEEK 2 JAN 16	HOLIDAY / NO CLASS		HOMEWORK 1 DUE JAN 15 11:59PM	
WEEK 3 JAN 23	Fundamentals of Typography // Design Best Practices	Project 1 Assigned		LAB 1 DUE JAN 22 11:59PM
WEEK 4 JAN 30	NO CLASS Work on Project 1		HOMEWORK 2 DUE JAN 29 11:59PM	
WEEK 5 FEB 6	Fundamentals of Shape and Color			
WEEK 6 FEB 13	Beg. of Class: Final Critique Project 1 Layout and Composition	PROJECT 1 DUE FEB 13 Project 2 Assigned		
WEEK 7 FEB 20	Introduction to Typography		HOMEWORK 3 DUE FEB 19 11:59PM	
WEEK 8 FEB 27	Fundamentals of Creative Thinking and Brainstorming Ideas			
WEEK 9 MAR 6	Beg. of Class: Final Critique Project 2 Introduction to Imagemaking	PROJECT 2 DUE MAR 6 Project 3 Assigned		LABS 2-4 DUE MAR 5 11:59PM
WEEK 10 MAR 13	SPRING BREAK / NO CLASS			
WEEK 11 MAR 20	Brief Graphic Design History Part 1		HOMEWORK 4 DUE MAR 19 11:59PM	
WEEK 12 MAR 27	Beg. of Class: Final Critique Project 3 Brief Graphic Design History Part 2 // Research-Based Design	PROJECT 3 DUE MAR 27 Project 4 Assigned		
WEEK 13 APR 3	Brief Graphic Design History Part 3		HOMEWORK 5 DUE APR 2 11:59PM	LAB 5 DUE APR 2 11:59PM
WEEK 14 APR 10	Brief Graphic Design History Part 4			
WEEK 15 APR 17	Beg. of Class: Final Critique Project 4 Crash Course on Brand Identities // Creating Custom Mockups	PROJECT 4 DUE APR 17 Project 5 Assigned		
WEEK 16 APR 24	NO CLASS Work on Project 5	PROJECT 5 DUE APR 24 11:59PM		