Syllabus

JOU 3213 Design, Class #TK,
Fall 2024, 3 Credits

Time & Location
Mondays TK PM
Weimer Hall, Room TK

Instructor
David Kofahl, TK email

Office Hours
I am available to meet on TK. Weimer TK

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

Course Description

This course provides an overview of the foundational principles of design, which includes composition, user-experience (UX) and usability, typography, multimedia, color theory, and information hierarchy. Classes are divided between lectures, tutorials, and production time. In lectures, students learn the fundamentals of design within the contexts of both digital communication and storytelling. Tutorials will teach the practical skills necessary for a basic proficiency in the tools used by professionals. The class heavily relies on participation through class discussion. We will review case-studies, debate the efficacy and merit of published news stories and digital campaigns, and hold in-class critiques of assignments. Students will take responsibility for participating in discussions and critiques, researching to find answers and sources of information, documenting and sharing information, problem solving, and asking questions. The class is largely project-based. The first four assignments will build on the basics of design and culminate in the final project, where students will combine everything they've learned to design a news story about a topic of their choosing.

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 pitch design proposals.

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 Figma with an understanding of Adobe Illustrator and Photoshop.
- **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 Photoshop and Illustrator software for class assignments. The classroom lab will have computers with this software on it. However, 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	100 points
Project 4	100 points
Project 5	200 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, homework, and projects will lose points:

LABS/HOMEWORK
Due to Canvas = -2 points (10%) per day after the 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 TK% in-classroom and TK% remote. One week a month I will be in New York. Classes that week will be held online. Please review the course schedule below for remote class dates

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 2024 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."

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

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

	Lesson	Project	Homework	Labs
Week 1 Aug 19	**No Class**			
Week 2 Aug 26	• Course Overview and Syllabus • Foundations of Graphic Design • Tutorial: Introduction to Figma and Storyboarding Part 1	• Project 1 Assigned		
Week 3 Sep 2	**Holiday, No Class**		Homework 1 Due	
Week 4 Sep 9	• Fundamentals of Composition, Visual Hierarchy, Typography, and Design Best Practices	• Final Critique Project 1		Lab 1 Due
Week 5 Sep 16	• Fundamentals of Shape and Color • Case Study 1	• Project 1 Due • Project 2 Assigned		
Week 6 Sep 23	• Layout, User Experience, Design Systems, and • Tutorial: Figma Component Design Part 1		Homework 2 Due	
Week 7 Sep 30	• Fundamentals of the Design Process and Production Workflow	• Final Critique Project 2		
Week 8 Oct 7	• Developing a Visual Language and Responsive Design • Tutorial: Figma Component Design Part 2, Incorporating Adobe Suite Tools • Case Study 2	• Project 2 Due • Project 3 Assigned		
Week 9 Oct 14	• Fundamentals of Creative Thinking, Brainstorming Ideas • Storyboarding Part 2 • Case Study 3		Homework 3 Due	
Week 10 Oct 21	• Introduction to Visual Storytelling Techniques and Incorporating Multimedia	• Final Critique Project 3		Labs 2-4 Due
Week 11 Oct 28	• Brief Graphic Design History Part 1 • Case Study 4	• Project 3 Due • Project 4 Assigned		
Week 12 Nov 4	• Brief Graphic Design History Part 2 • Tutorial: Preparing and Exporting Assets		Homework 4 Due	
Week 13 Nov 11	**Holiday, No Class**			
Week 14 Nov 18	• Beg. of Class: • Research-Based Design & User Testing	• Final Critique Project 4 • Project 5 Assigned		Lab 5 Due
Week 15 Dec 2	• Crash Course on Brand Identities • Creating and Pitching Design Proposals • Case Study 5		Homework 5 Due	
Week 16 Dev 9	**Reading Week, No Class**	• Project 5 Due TK Date		