University of Florida
JOU 3220C – Visual Journalism
Spring 2026 – Online Synchronous

Instructor: Megan Moseley
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Meeting Time: Fridays 12:50–3:50 p.m. ET
Office Hours: Mondays & Wednesdays 1:00–2:00 p.m. ET (via Zoom); available upon appointment

Course Description

This course analyzes and investigates visual journalism and visual storytelling techniques. Students will learn the fundamentals of news writing and multimedia journalism skills including (but not limited to) video, graphics, and design. During the course, students will engage in readings, critical analysis and hands-on projects aimed at building their experience and understanding of visual journalism.

Textbooks

- *Feature and Narrative Storytelling for Multimedia Journalists* – Duy Linh Tu (available online)
- *Convergent Journalism: Writing and Producing Across Media* – Edited by Vincent F. Filak (available online)
- *The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication* – Ryan Hembree
- *Visual Communication: Images with Messages* – Paul Martin Lester

Learning Outcomes

- Analyze visual communication techniques and design elements fundamental to journalism.
- Produce publication-worthy digital journalism content across multiple platforms.
- Understand and apply design and visual communication principles to graphics and layouts.
- Demonstrate proficiency in convergent journalism tools and approaches.

Assignments and Grading

- Participation & Discussions – 25 points
- Photo Story / Visual Essay – 100 points
- Infographic / Data Journalism Assignment – 75 points
- Final Multimedia Portfolio Project – 200 points

Total points: 400

Grading Scale

A 94 and above
A- 90-93

B+ 87-89
B 84-86
B- 80-83
C+ 77-79
C 74-76
C- 70-73
D+ 67-69
D 64-66
D- 60-63
E 59 and below
I Incomplete
W Withdrawn

View University of Florida's grading policy here:
catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Required Software and Materials
While you are not required to purchase textbooks for this course, you are encouraged to do so. You may also rent books online at https://uflib.ufl.edu. I will also provide certain **readings on Canvas.** You will need to purchase or have access to the **Adobe Creative Cloud** for certain assignments**.** Learn more here about access at https://software.ufl.edu/adobe-offering/. Knowledge and access to **The Associated Press Stylebook** will also be helpful.

Computer equipment
Computer and internet access is required, as well as a webcam and microphone needed for class participation.

Technical Resources
Canvas Quickstart Guide to assist with understanding Canvas.
UF Licensed Software for programs such Office 365 and Adobe.
UF All Access for The University of Florida's digital course materials program.
The Gatorlink VPN service provides secure remote access to the University of Florida network.
Zoom is available to all UF students.

University of Florida Policies

AI Policy
Students may use some AI tools (such as ChatGPT, Claude, or Adobe Firefly) for brainstorming and idea generation ***only***. AI tools may not be used for editing, rewriting, reading, or producing any finished work. All submissions must showcase the student's own production, design, and creative decision-making capabilities.

Academic Integrity:
Students are required to uphold the highest standards of academic integrity. Plagiarism, cheating, and any form of academic dishonesty will not be tolerated in this class and will be reported in accordance with UF policy. View the University's Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code.

Attendance Policy:
Students are expected to attend all online sessions and be active participants. In the event that an absence may be necessary, you must notify the instructor in advance. Excessive absences will impact your final grade.

Disability Accommodations:
Any students in need of accommodations may register with the Disability Resource Center (DRC) at https://disability.ufl.edu/. Once registered, students will receive an accommodation letter to present to the instructor.

Health and Wellness:
The University offers resources for student mental health and wellness needs. If you are in need, please visit https://counseling.ufl.edu/resources/.

Technology Use:
Students should ensure a stable internet connection and access to multimedia tools required for class. Technical difficulties do not excuse incomplete or late work.

Class Schedule & Assignments

Schedule may be subject to changes.

Dates	Module	Topic	Assignment
Jan. 12-Jan. 16	1	Introduction	Syllabus test
Jan. 19-Jan. 23 (holiday)	2	Fundamentals of Visual Storytelling	Read Ch. 1 in *Visual Communication Images with Messages;* respond to reading questions.

Jan. 26-Jan. 30	3	Visual Storytelling and The News; Introduction to Photojournalism	Read Ch. 6 in *Convergent Journalism: An Introduction Writing and Producing Across Media.* Complete Photojournalism Assignment pt. 1
Feb. 2- Feb. 6	4	Visual Storytelling and The News; Photojournalism Continued	Review photo editing software; Complete Photojournalism Assignment pt. 2
Feb. 9-Feb. 13	5	Introduction to Graphic Design and The News	Read Ch. 1 in *The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication*; respond to reading questions
Feb. 16- Feb. 20	6	Overview of Graphic Design Programs and Techniques	Review graphic design programs; read Ch. 7 & 9 in *Convergent Journalism: Writing and Producing Across Media;* Complete Graphic Media and Data Journalism Assignment pt. 1
Feb. 23-Feb. 27	7	Introduction to Data Journalism; review Assignment pt. 1	Complete Graphic Media and Data Journalism Assignment pt. 2
March 2- March 6	8	Review Data and Graphic Design Assignments	Read Ch. 13 in *Convergent Journalism: Writing*

			and Producing Across Media; respond to reading questions
March 9-March 13	9	Introduction to Ethics in Visual Journalism	Read Ch. 2 & Ch. 3 in *Feature and Narrative Storytelling for Multimedia Journalists*; Review Multimedia Assignment and complete Assignment form
March 16- 20th	**SPRING BREAK**	**SPRING BREAK**	**SPRING BREAK**
March 23-March 27	10	Introduction to Multimedia Journalism	Read Ch. 4 & 5 in *Feature and Narrative Storytelling for Multimedia Journalists;* review editing software
March 30- April 3	11	Audio and News writing in Multimedia Journalism	Final Multimedia Project
April 6- April 10	12	Social Media and the News; Multimedia Final Project	Final Multimedia Project
April 13- April 17	13	Multimedia Final Project Review	Complete peer reviews
April 20- April 24	**Final project reviews due/READING DAYS**	———————	———————

*Students are to offer feedback on the instruction in this course by completing online evaluations at https://evaluations.ufl.edu.