Visual Journalism

JOU 3220c
Three credit hours
Fall 2013
T R 4:05-6 p.m.
FLG 0230
Prerequisite: JOU 1100
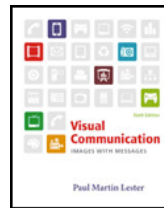
Holly Cowart
hcowart@ufl.edu
(352) 846-1107
Weimer Hall G038
Office hours: T noon-1 p.m.; R 2-4 p.m.
and by appointment

Course Objectives

In this course students learn how words and visuals work together to tell a story. Course objectives include developing the skills to interpret and evaluate photographs and graphics as well as create visual messages. Students are introduced to design principles, typography and color theory while gaining proficiency in Photoshop and InDesign.

Course Materials

The required text for this course is "Visual Communication Images with Messages, sixth edition" by Paul Martin Lester (ISBN 1133308643). Students should have their textbook by the second week of class.

Students interested in additional direction in Photoshop and InDesign will find a number of free resources online including Lynda.com tutorials available free through the University at www.it.ufl.edu/training. Two recommended and easy-to-follow texts are "The Non-Designer's InDesign Book" and "The Non-Designer's Photoshop Book" both by Robin Williams (not the actor).

The equipment requirement for the college of journalism and communication can be found at http://www.jou.ufl.edu/academics/bachelors/journalism/equipment-requirement

Students use their laptops with the Adobe Creative Suite in this course regularly. If students do not wish to bring their laptop daily they can pay close attention to the schedule as certain days will require only note-taking material. Students use their camera during the photojournalism section of this course.

Course Requirements

To demonstrate an understanding of the material covered in this course, students are required to complete the following activities:

- Two tests. Each covers five weeks of course material (25 percent each)
- Cumulative project critique (5 percent)
- Cumulative project (25 percent)
- Homework (10 percent)
- In-class activities (10 percent)

Attendance and Assignments

Homework assignments are due by the beginning of class unless otherwise stated in the directions. Any homework assignment that is submitted electronically must be submitted by the time class begins. Late homework will not be accepted for any reason. There will be no make-ups for in-class activities. Students for whom the 12-day rule applies will not be penalized for missing in-class activities and may be given special instructions for submitting homework.

Cumulative projects that are turned in late will be penalized one letter grade (i.e. 10 percent of the available points) if turned in after deadline on the same day. For each additional calendar day late there will be an additional 10 percent deduction. This means a project that is turned in two days after it was due would lose 30 percent of its value.

The University Catalog outlines specific rules regarding absences available at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx
Evidence of a legitimate absence (i.e. a doctor's note requesting the student be excused) will be required for a make-up test or exam. Please notify me by email within 24 hours of a missed test to schedule a makeup.

Determining Your Grade
Your overall grade is based on the grades you earn on each of the course requirements listed above. The University Catalog information on grades can be found at
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Class Decorum
Please be respectful of everyone in the class and arrive on time. Always silence your cell phone in class. Students whose electronic devices or behavior are in any way disruptive to the learning environment may be asked to do one of the following depending on the severity of the incident: apologize to their fellow students, explain proper class behavior to demonstrate they do understand it, meet with the professor to discuss strategies for improvement, be asked to leave for the duration of the class period.

Communications
The best way to reach me outside of class time and office hours is by email hcowart@ufl.edu. Please feel free to drop by my office or speak to me after class.

Evaluations
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results. In addition, an informal evaluation of the course will take place at midterm.

Academic Integrity
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 (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please let me know.

Special Assistance
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Class Schedule
The following schedule is subject to change. Test dates and the final exam date and time will not change. Homework assignments and in-class activities are not listed. The schedule functions primarily as a guide to lecture topics, readings and important dates.

Week	Tuesday	Thursday
1 – Introduction		Aug. 22 Course Introduction
2 –Visual Journalism	Aug. 27 Defining Visual Journalism	Aug. 29 Visual Comm. Ch. 1
3 – Graphic Design & Color	Sept. 3 Visual Basics Visual Comm. Ch. 2	Sept. 5 Graphic Design Principles Part I Visual Comm. Ch. 3
4 – Graphic Design	Sept. 10 Graphic Design Principles Part II Visual Comm. Ch. 8	Sept. 12 Using InDesign
5 - Typography	Sept. 17 Applying Graphic Design Principles with InDesign	Sept. 19 Typography Basics Visual Comm. Ch. 7
6 - Typography	Sept. 24 Typography using InDesign	Sept. 26 Headlines
7 – Test I	Oct. 1 Catch up day Student-directed review for test	Oct. 3 Test 1
8 – Visual Rhetoric	Oct. 8 Visual Comm. Ch. 6	Oct. 10 Visual Comm. Ch. 4
9 – Photojournalism	Oct. 15 Basics Visual Comm. Ch. 11	Oct. 17 Photojournalism using Photoshop
10 – Photojournalism	Oct. 22 Cutlines	Oct. 24 Photojournalism and layout using Photoshop & InDesign
11 – Infographics	Oct. 29 Basics Visual Comm. Ch. 9	Oct. 31 Choosing and Evaluating Infographic Types
12 – Infographics	Nov. 5 Creating Infographics Assign Final Project, due Dec. 3	Nov. 7 Creating Infographics
13 – Interactive Infographics	Nov. 12 Creating Interaction	Nov. 14 Project Development
14 – Project	Nov. 19 Project Development	Nov. 21 Project Critique
15 – Project	Nov. 26 Project Critique	Nov. 28 Holiday
16 – Review	Dec. 3 Project Due Student-directed review for test	Dec. 5 Reading Day
Test II Wednesday, Dec. 11 at 7:30 a.m.		