

JOU3220c Visual Journalism

Syllabus - Spring 2013

Section: 061G

Class Meeting Time:

Monday and Wednesday from 4:05 p.m. to 6 p.m., Turlington L005

Professor:

Steve Johnson at sjohnson@jou.ufl.edu @journos2go

Office Hours:

Weimer 3040D on Wednesdays 9 a.m. to 11 a.m. and Thursdays 2 p.m. to 4 p.m., and by appointment (Monday - Friday).

Course Overview

In this course, students will gain an understanding for the impact of visual storytelling and learn how to communicate visually through typography, design, presentation, photography and videography. The course will provide students an opportunity to build a foundation in design and visual storytelling - both key elements to the communications industry.

Students will learn Adobe Illustrator, InDesign, Photoshop and iMovie to produce projects that communicate content and ideas visually.

Visual Journalism

What is visual journalism? Good visual journalism is the foundation of why our industry survives. From cave paintings to King James' Bible to the first issue of *The New York Times*, visual journalism directs the paths in how we view content. Visual elements can make or break a story. The best designers use all elements of visual journalism (typography, design, photography and videography) to keep readers interested and inform them of what is important.

We all have memories of our favorite headlines, A1 photographs or video that moves us, we now need to understand why news organizations choose to present their content in these specific ways.

Visual journalism is essential for the future of our mobile industry. We will focus on new methods to present our content on a variety of platforms to meet these demands of the industry.

What will you learn?

The following are course objectives that you should be able to master successfully upon the completion of this course.

To define the characteristics of type

- To define universal principles of design
- To discuss storytelling with visuals
- To tell a story with photography
- To organize content visually
- To identify video storytelling features
- To shoot a video story
- To produce a video
- To develop an original news site/application idea
- To create a logo in Illustrator
- To design a page in InDesign
- To critique visuals and ideas
- To present project ideas to an audience
- To write a personal profile
- To post stories and visuals online
- To write SEO-friendly headlines

Evaluation

Four projects (150 each): 600 points

Four quizzes (50 each): 200 points

Four exercises (25 each): 100 points

Participation: 100 points

Total Points: 1,000 points

Course Projects

Project One: Branding

Project Two: Design

Project Three: Photography

Project Four: Multimedia Storytelling

Grading Scale

100-94: A

93-90: A-

89-87: B+

86-84: B

83-80: B-

79-77: C+

76-74: C

73-70: C-

69-67: D+

66-64: D

63-60: D-
59 or lower: E

Required Textbook

Golombisky, K. & Hagen, R. (2010) *White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design*. Burlington, MA: Elsevier Inc. Available at the UF Bookstore in Reitz Union.

Other Required Readings

The course consists of a virtual lab for software demonstrations. How-to videos will be posted on the course site for you to watch with required homework exercises for students to complete within one week. For additional software training, students are encouraged to sign up for a free Lynda.com subscription through the University of Florida. Go to <http://www.it.ufl.edu/training/> and click on the Lynda.com logo. Your subscription provides you access to virtual tutorials on Adobe Illustrator, InDesign, Photoshop and iMovie as well as other software.

Software and Equipment

A Mac laptop is required for this class. Access to Adobe Creative Suite 5.5 Design Premium (Illustrator, Photoshop, InDesign, Dreamweaver, Fireworks, etc.) and iMovie is required. This software package is sold through UF Computing (\$425). Students will use Illustrator, Photoshop, InDesign and iMovie for this course.

All incoming journalism students to the college as of Fall 2010 are required to have a Mac laptop with the Adobe Creative Suite 5.5 Design Premium (Illustrator, Photoshop, InDesign, Dreamweaver, Fireworks, etc.).

The classroom computers (Macs) and open Mac labs in the buildings have the Adobe Creative Suite 5.5 installed. However, purchasing the software is a wise investment for future courses in and outside the college as well as for personal projects.

USB flash drive. At least a 4GB is required for this course for your projects.

Digital camera with video/audio. A point-and-shoot camera with video capability with sound (at minimum) is required for this course. A more advanced digital camera with video capability and high definition is preferred.

Attendance

You are expected to attend each class. The course is built around earning points for group critiques and in-class exercises. Also, material taken from the lectures, discussions, examples shown in class, readings and any guest speakers will appear on the quizzes. If you miss class, it is your responsibility to find out from a classmate what you missed and get any notes from this person. The professor and TA will not field "what-did-I-miss?"

questions. Four or more unexcused absences — based on missed quizzes, exercises, critiques, drafts and/or projects — and you will be dropped from this course.

Tardiness

Being late to class is unacceptable and considered rude. Treat this class as if it were a job. Be on time. The professor and TA will note repeated tardiness and points will be deducted from your participation grade.

Missed assignments and late work

No make-ups will be given for group critiques, in-class group exercises, quizzes, drafts, homework assignments and projects.

* Note: Only extenuating circumstances (such as a serious illness, accident, or death of a loved one, etc.) will be considered for a time extension on a project, missed quiz or critique. The professor will make that call on a case-by-case basis. The rare excused absence must be cleared with the professor prior to the class missed, not afterward. In-class exercises cannot be made up. Only two make-ups, based on extenuating circumstances, will be permitted in the semester. Any requests for make-ups made after a class is missed, without prior notification and clearance, will not be granted.

Examples of excuses not permissible are: work/project conflict; missed bus or parking issues; printing/saving/uploading issues; couldn't find agreed-upon time with subject; stress; etc.

Projects must be handed in on time to be evaluated for full credit. Deadlines are posted on the course site as well as on each assignment. Projects handed in after the posted deadline will drop a letter grade every hour up until two hours. For example, if a project worth 100 points is due at 1 p.m. on Wednesday, a project turned in at 1:05 p.m. cannot receive a grade higher than an 89. At 2:05 p.m., it cannot receive a grade higher than a 79. No work will be accepted after the two-hour late window.

Advice

Expect technology to crash during deadline. Give yourself more than enough time to save projects in the assignments folder. Remember, the excuse "I could not turn in my project on time because it would not save/upload" will not be accepted. Anticipate technology issues and give yourself upload/saving time. Also, read the checklist provided with each project to make sure you handed in everything and named your materials correctly.

If you have questions about software or your projects, visit the TA during office hours to seek help. The best performing students in this class are those who seek out help when they don't know how to do something or want advice.

Class policies

Give your classmates, the professor and TA your undivided attention when they are speaking. I have no issues with the use of cell phones and laptops when relevant to the class. If you feel the need to tweet/post information discussed in class - go for it. Please be respectful and smart with your usage of these devices (silence is golden). It is your responsibility to pay attention in class.

Fact errors

Making a fact error(s) on a project – this includes, but is not limited to, wrong facts and statistics; misspellings of proper names; and misquotes – will result in a letter grade off for that project. Please proofread and fact check your information.

Academic Dishonesty

Academic dishonesty of any kind is not tolerated in this course. It will be reported to Student Judicial Affairs, and it will result in a failing grade for the course. Academic dishonesty includes using others' work that is not yours without permission and proper credit. This includes copying and using text, artwork, design, video, photographs, music, sound and visuals, etc., you find online or elsewhere. You must gain formal permission to use third-party material from the author/publisher and properly credit the material in assignments. And you must rewrite and attribute information you find online and in print. If you use someone else's words, image(s), artwork or video, permission must be obtained in writing (i.e. email) from an author/publisher and submitted to the professor along with your project. You must abide by the university's honor code as well as the Department of Journalism's policy on academic honesty found at www.jou.ufl.edu/academic/jou/honesty on the college site.

Students with Disabilities

Students requesting accommodations 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 making a request for accommodations. Please see professor within first two weeks of class to request accommodations.