

# SYLLABUS

**JOU 4412** Advanced Design  
**Class meetings:** Thursdays, 1:55 - 4:55 p.m.  
**Instructor:** Professor John Kaplan  
**Contact:** jkaplan@jou.ufl.edu  
352-672-0020 (No texting. Please do not call after 10:00 p.m.)

**Office:** Office hours are Thursdays immediately after class. Due to a health issue I am not able to be on campus as often as I would prefer. However, I am very flexible in being able to meet over the phone while reviewing your work on our class E-Learning server, or even via Skype. Please contact me via email for an appointment time that works for you. I promise to be flexible.

**Course goals:** Journalism 4412 will introduce students to advanced skills in publication design. Throughout the semester students will produce projects that will help build a professional quality portfolio. The class will also touch on the principles and techniques of picture editing including picture selection, cropping and effective publication display of photography and illustration. The best publication layout showcases the effective use of typographic elements, photography and other art elements. Content-oriented class projects will be produced using Adobe InDesign and Adobe Photoshop software. Other topics covered will include the changing media landscape as it relates to design, management, teambuilding, ethics, idea generation, working within a media organization's organizational structure, and editing for online media, including tablet and mobile devices.

**Required materials:** **USB mini flash drive with a minimum capacity of 16GB to archive and save work**  
**Itoya 11 x1 7 "Art Profolio" for final presentation**  
**8 consecutive magazines minimum or out of town newspaper one-month subscription for team project**  
**A mini-stapler for all typed, written materials submitted other than page designs**

**Required reading:** *InDesign CC for Macintosh and Windows (Visual QuickStart Guide)* Sandee Cohen, Peachpit Press.  
(Also acceptable is InDesign CS6 by the same author.)  
*Photoshop CC: Visual Quickstart Guide*, Elaine Weinmann and Peter Lourekas, Peachpit Press.  
(Also acceptable is Photoshop CS6 by the same authors.)  
(All books available at Amazon.com and other online services.)  
**The Associated Press stylebook**  
**Reserve readings: *The Newspaper Designers Handbook*, Sixth Edition. Tim Harrower, McGraw Hill.**  
**Each student team must read 8 consecutive magazine issues or subscribe to a daily newspaper for one month.**

**Class projects:** *Assignment grading:* (Will be turned in as hard copies and on server in both indd and pdf versions.)

Assignment One	100 points
Assignment Two	200 points
Assignment Three	200 points
Publication Report	200 points
Assignment Four	300 points
Final Portfolio	400 points (two sets / one will not be returned)
Final Exam	200 points
Participation	400 points (participation will likely include pop quizzes on reading)

**Class participation:** Class participation is an essential and fun way to build an atmosphere of creativity, trust and interdependence. You are responsible not only for your own success, but also for the collective success of the group. Think of the class as an energetic publication with John as the Art Director and the class members as our stellar design team. Your class participation, which includes work habits, attentiveness, as well as being an active participant in the *constructive* criticism of assignments, represents a full quarter of your grade.

**Final grading:**

<b>A</b> 1860-2000 points	<b>B-</b> 1600-1660 points	<b>D+</b> 1340-1400 points
<b>A -</b> 1800-1860 points	<b>C+</b> 1540-1600 points	<b>D</b> 1260-1340 points
<b>B+</b> 1740-1800 points	<b>C</b> 1460-1540 points	<b>D-</b> 1200-1260 points
<b>B</b> 1660-1740 points	<b>C-</b> 1400-1460 points	<b>F</b> less than 1200 points

**Class policies:** **Late work is not acceptable.** Deadlines are a necessary part of any aspect of journalism and a missed deadline represents an empty page, lost credibility and failed project. Other than for your page designs, all written work turned in must be typed, double-spaced and stapled, if appropriate. **Non-stapled or non-typed work of more than one page will not be accepted and will be considered late.** A missed deadline represents a major loss for all of us, given the interdependence of our class goals. If you turn in late work, you will lose one full letter grade for each class meeting that you have missed the deadline. Non-graded class assignments must also be completed on time or 2/3 letter grade will be deducted from your final grade. Any assignment may be re-worked to improve its grade as part of the final portfolio grade. The portfolio may not be reworked to improve its grade and no deadline extensions will be allowed.

**Attendance is mandatory** with one excused or unexcused absence allowed during the semester. The attendance policy includes non-extended illnesses; for an extended illness for two or more consecutive classes a doctor's note is required. Professor Kaplan requires a note with phone number to contact for any absence. It is the student's responsibility to obtain all missed assignments from the Professor Kaplan and to still meet deadlines for any day of absence not due to extended illness. Needless to say, attendance at the final class meeting of the semester is mandatory. **For each unexcused absence beyond the allowed one, you will lose one-third of a letter grade for the course.**

**Coming to class late is not acceptable.** Attendance is taken at the beginning of class. Coming to class 0-5 minutes late will count as 1/3 of an absence. Coming to class 5-10 minutes late counts as 2/3 of an absence. Regrettably, coming to class 10 or more minutes late counts as a full absence.

**Extra credit.** If you have an idea that you would like to create to further your personal goals, please email me for an appointment to discuss it. I reserve the right to modify class assignments listed in this syllabus during the course of the semester to benefit the collective progress of the class. Should an assignment be dropped entirely, the other assignments will be averaged to replace its point weighting.

**Due dates:**

**(Schedule, deadlines and final meeting time subject to modification. Some schedule changes are likely.)**

***Week One / August 28***

Class overview

Introductions

John Kaplan leads discussion of syllabi and required texts

Discuss plans for next week

***Week Two / September 4***

Project one assigned

Reading assignment

***Week Three / September 11***

Project one critiqued

Reading assignment

***Week Four / September 18***

Project one due

Project two assigned

Report assigned

Discuss plans for next week

***Week Five / September 25***

Holiday / No class this week

Work on project

***Week Six / October 2***

Project two critiqued

Reading assignment

Discuss plans for next week

***Week Seven / October 9***

Project two due

Project three assigned

Reading assignment

***Week Eight / October 16***

Holiday / No class this week

Work on project

***Week Nine / October 23***

Project three critiqued

Reading assignment

***Week Ten / October 30***

Project three due

Project four assigned

Reports begin

**Week Eleven / November 6**

Project four critique 1  
Reading assignment  
Discuss plans for next week  
Reports continue

**Week Twelve / November 13**

Final portfolio guidelines given  
Discuss plans for portfolio presentations  
Project four critique 2  
Discuss plans for next week  
Reports continue  
Reading assignment  
Discuss final exam topics

**Week Thirteen / November 20**

Work on project four and portfolio preparation this week!  
Optional individual feedback appointments to help prep for portfolio submission

**Week Fourteen / November 27 (holiday)**

*Gobble!*

**Week Fifteen / December 4**

Portfolios due: Make two sets! Project four due submitted as part of final portfolio  
Do not be late for presentations, please!

**Week Fifteen / December 11**

Reading Day / Prepare for Final Exam

**Scheduled Final / December 18 / 3:00 p.m.**

**(Note: UF Registrar's office sets the time of final exams. Professors do not control times of scheduled final exams.)**

Further details to be announced.

**UF policies:**

**Honesty.** Plagiarism of any kind will result in a final course grade of E. Please see the guidelines for students listed at [www.turnitin.com](http://www.turnitin.com), a service utilized by the University of Florida. Regarding design, it is not permitted to copy the design work or concepts of others. Setting up photos, other than posed photo illustrations or portraits, or turning in the work of others will result in a final grade of E. As you would expect, all of the usual University of Florida honesty policy guidelines will be followed in this class.

**Students with Disabilities.** Students with disabilities are encouraged to register with the Office for Student Services to determine the appropriate classroom accommodations. For students with print related disabilities, this publication is available in alternate format. For students with hearing disabilities trying to contact an office that does not list a TDD, please contact the Florida Relay Service at 1-800-955 8771 TDD.