

WU VISUAL JOURNALISM

JOU 3220C | Sec 02FE | Spring, 2014
M&W | Periods 7-8 | BLK 0315

Instructor
Andrea E. Hall

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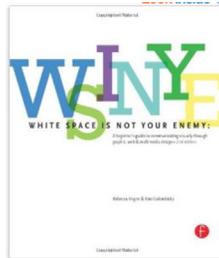
Office Hours
M 12-1:50
W 12:30-1:50
and by appointment

Grading scale

A	100 - 93
A-	92-90
B+	89 -87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-63
D-	62-60
E	59-0

About this class:

In this course, students will learn how words and visuals work together to create stories and explore new ways of presenting content digitally. The course will cover the basics of visual journalism, including typography, layout and design, photography, interactive graphics and multimedia. Students will have an opportunity to build a foundation in design and visual storytelling, which are essential as journalism and all industry become more reliant on digital media. Students will learn Adobe InDesign and Photoshop, Mag+, Google Fusion Tables, Soundslides, Audacity and iMovie to help them produce projects that communicate content and ideas visually.



Required Text:

White space is not your enemy: A beginner's guide to communicating visually through graphic, web and multimedia design

Author: K. Golombisky & R. Hagen

Edition: 2nd, 2013

ISBN: 978-0240824147

Course objectives:

Below are some of the objectives you can expect to master successfully from taking this class:

- To define the universal principles of design
- To define the characteristics of type
- To discuss storytelling with visuals
- To edit and tell a story with photography
- To record and edit audio
- To shoot a video story
- To create story boards for ideas
- To edit and produce a video story
- To design a page in InDesign
- To design for a mobile device
- To create an interactive map

What is visual journalism?

In its most basic definition, it is combining words (text or audio) with images in a strategic manner that conveys the information in a digestible format. It can be used to direct the reader's eye. It can help to draw the audience in. And it keeps the audience interested.

This semester we will continue to build on this definition, as we look to the future of online and mobile devices for journalism as well as learn the foundations of visual communication.

Equipment and software:

Students must bring their laptops to class on days marked **Lab Day** on the syllabus during the semester unless otherwise stated by the instructor. Students may bring laptops on days not marked Lab Day if they will be using the device for notes. Other technologies, such as cameras and recording devices, will be used during some classes. The instructor will specify as those classes approach.

As stated by the University of Florida's College of Journalism and Communications website (<http://www.jou.ufl.edu/academics/bachelors/journalism/equipment-requirement/>), all students registered for this class are required to have a MacBook Pro laptop. Students will also need an audio recorder with at least a 2GB SD card and a digital point-and-shoot camera with video and sound capability. A more advanced digital camera with video capability and high definition is preferred. Please consult the website to make sure your equipment is up to date.

Students will also need Mag+, Microsoft Office, Adobe CS Design Premium/Cloud, Wordpress, Audacity, Soundslides Plus and iMovie. The instructor is also requiring all students to have a Google account for this class and to download the free Mag+ plugin for InDesign. Other subscriptions may come up as the class goes on. The instructor will give students plenty of notice for other downloads.

Virtual Lab:

This section of the course will involve hands-on time with the programs in class, but there is only so much time. For additional software training, University of Florida students are eligible for a free subscription to Lynda.com. Go to <http://www.it.ufl.edu/training/> and click on the yellow Lynda.com logo on the right side of the screen to register. Note: Not all programs taught in this course will have tutorials on Lynda.com because they are newer skills. Journalism and its skills are constantly evolving.

Attendance and Tardiness:

You are expected to attend every class and be on time. **For every three absences, you will receive a one-letter deduction from your final grade.**

The course is designed around earning percentage points through in-class quizzes, discussion, exercises and critiques. Material shown and discussed in lecture will be on quizzes and may provide inspiration for projects. Information presented by guest speakers will also be fair game for quiz material. Students who are late may miss valuable information that will be on the quiz or important instructions for the class. If you miss class, it is your responsibility to find out from one of your classmates what you missed and get any notes or learn any skills. If you missed an in-class exercise or quiz, no make-up will be allowed.

Assignments:

No make-ups will be given for in-class exercises, quizzes or homework assignments.

All assignments will feature a deadline. Students are expected to abide by the deadline AND method for submitting the assignment. If you do not submit your assignments properly, they may not be able to be graded or they may be skipped over because they are not with the others. Projects that are turned in late will be penalized. For each day that it is late, the student will be knocked down one letter grade (For example, if a student turns a project in the same day but late, the highest grade it will receive is a B. By the next day, the highest grade will be a C.) No projects will be accepted if more than three days late.

Remember: Technology tends to fail at the last minute. Work ahead of time and save often.

Make-up work will only be allowed under extenuating circumstances, such as a serious illness, accident or death of a loved one. These are outlined in the University Catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>). Requirement for class attendance and requirements related to make-up work is consistent with the university's policies. Please contact instructor within 24 hours of missed class if you have a legitimate absence.

Details

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 specifies a number of behaviors that are in violation of this code and the possible sanctions. Please read it here if you have any concerns about a project or assignment you are working on or turning in: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

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.

Counseling and Mental Health Services

College can be overwhelming, and the university provides many resources. Below is the contact information for some of those services:
Counseling and Mental Health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>
UF Police Department: 392-1111 or call 9-1-1 for emergencies

Online 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

U EVALUATION

Quizzes 20%

Five announced quizzes will be given during the semester, which will cover each of the topic areas from the course - theory, typography/design, photo, video/audio, infographic. The quizzes are out of 20 points, and the lowest grade will be dropped.

In-class exercises 10%

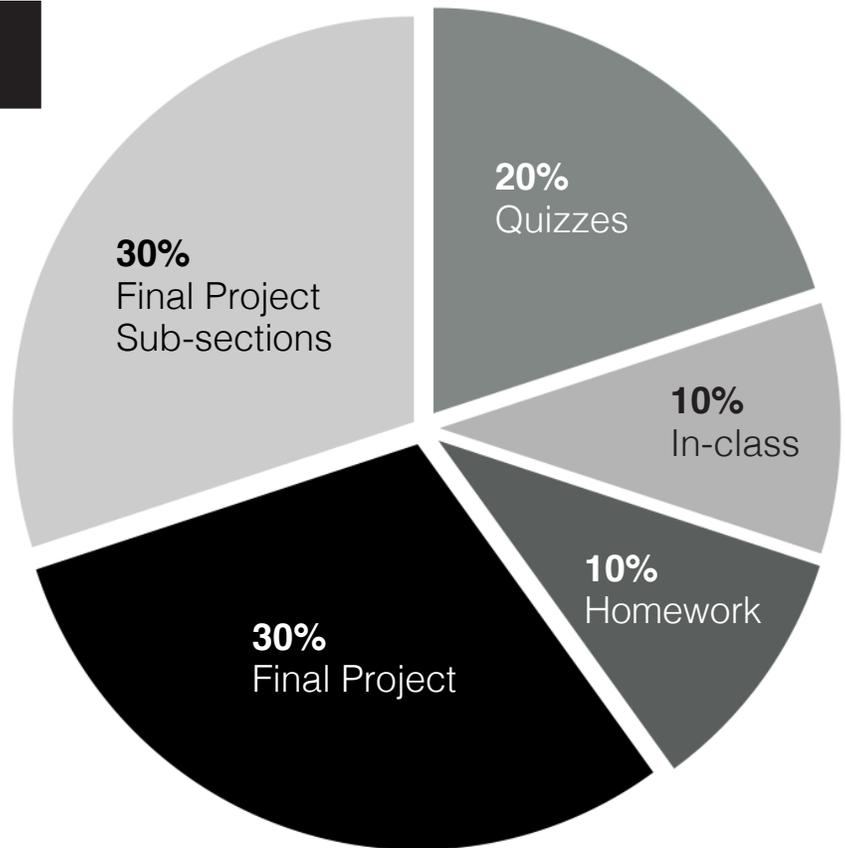
Some skills will be taught through guided in-class lab days that will aid students with projects. These will include a graded assignment that is completed and submitted during the class. These are opportunities to practice skills that will later be used for the larger design projects. If extra exercises are added, instructor will adjust grading rubric as needed.

Homework 10%

Students will complete assignments outside of class to practice skills, assess visuals and critique their own work. These homework submissions will be uploaded to the students Wordpress blog or to Sakai/Canvas.

Final Project Sub-sections 30%

Students will spend the semester working on one final project. There will be three mini-deadlines before the final project is submitted in December. Please see the class schedule for dates. Each of these mini deadlines will make up 10% of the grade in the class. Students will receive feedback and have a chance to make changes before the final deadline.



Final Project 30%

The final project in this class will be an iPad magazine created using Mag+. All the skills learned throughout the semester will be used for this project - including photography, videography and audio - to create a series of stories that present the topic visually and creatively. Students will need to select a topic for the magazine issue and possible story ideas during the third week of class. Students will spend the rest of the semester creating the pieces of the final project.

Extra info about evaluations:

Much of this course will concentrate on evaluating design and learning skills, so it is a project- and participatory-based course. This means students will need to be in-class and complete the assignments and projects to succeed.

Food and Drink Policy:

Only secure-top drinks will be allowed in the classroom. These include water bottles and soda with twist tops. No Starbucks or similar coffee or open-lid cups will be allowed. Food should be kept to a minimal and be "quiet" foods. Most items you can find in a vending machine, such as Skittles and M&Ms, are fine. Loud foods, such as chips; hot food or food requiring a fork, spoon or knife will not be allowed.

Cell phone and Laptop Policy:

Please be respectful. Turn your cell phone to silent during class, or off if you seem to get distracted by it easily. Laptop use should only be to take notes or participate in learning new skills. Playing on Facebook, G-chatting or any perusing of the web, in general, is disruptive to your learning ability and those around you. If there is an issue, student will be asked to close laptop and watch lesson or be asked to leave.

Facts and Grammar:

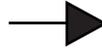
This is a journalism course. It should be treated as such. All facts need to be correct, this includes wrong facts and statistics, misspellings of proper names and misquotes. Students need to use spell check and proofread for subject-verb agreement, punctuation and general issues. Mistakes may result in a letter grade or more being deducted from the project, homework or in-class exercise.

Class schedule
up next!

**This is a tentative schedule.*

Week 1: Jan. 5/7 - Introduction

Monday	Wednesday
NO CLASS	Course Intro <i>Syllabus/Textbooks/ Technology</i>



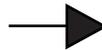
Week 2: Jan. 12/14 - Intro to Design

Monday	Wednesday
What is Visual Design? <i>Examples of "cool" visual journalism</i>	<i>What is design? (Chp 1) Overview of the core elements of design (Chp 3)</i>

Lab: Intro to InDesign

Week 3: Jan. 19/21 - Elements of Design

Monday	Wednesday
NO CLASS	<i>What makes good and bad design (Chp 4)</i>



Week 4: Jan. 26/28 - Elements of Design

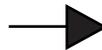
Monday	Wednesday
<i>Cultural importance of design First three elements: Space, line, shapes (Chp. 5)</i>	<i>Example of iPad magazines Final Four elements: size, pattern, texture, value</i>

Lab: Design "About me" spread. Please bring in digital photos.

Lab: Use InDesign to create a department HW: Submit project topic to Andrea

Week 5: Feb. 2/4 - Principles of design

Monday	Wednesday
<i>Discuss all 7 principles of design Basics of grids</i>	<i>Design Quiz</i>



Week 6: Feb. 9/11 - Tablet Design

Monday	Wednesday
<i>Introduction to typography Designing for small screens</i>	<i>Designing for small screens</i>

HW: Typography scavenger hunt

Lab: Layers on Mag+ (coffee)

Lab: Beyonce Lab

Lab: Intro to Mag+

Week 7: Feb. 16/18 - Part I of Project!

Monday	Wednesday
Chp. 2 <i>Project Work Day</i>	<i>Typography Bring photos from typography scavenger hunt Typography quiz(2)</i>



Week 8: Feb. 23/25 - Photojournalism

Monday	Wednesday
<i>Intro to photojournalism Famous news photos Portraits</i>	<i>Types of photos Writing captions Enhancing photos with sound Interviewing tips/tricks Examples of photos/audio</i>

Lab: Intro to Photoshop

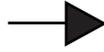
Lab: Exporting to Mag+ - bring projects to class

Lab: Build type posters

****Part I Due: Monday, Feb. 16 @ 6 p.m. ****

Week 9: March 2/4 - Spring break

Monday	Wednesday
NO CLASS	NO CLASS



Week 10: March 9/11 - Photojournalism

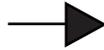
Monday	Wednesday
Photo editing for different types of publications Photo ethics	Photo/audio quiz(3)

****Part II Due: Monday, March 9 @ 6 p.m. ****

Lab: Take portraits for Project, Part II

Week 11: March 16/18 - Video, Part I

Monday	Wednesday
Introduction to video storytelling Creating a storyboard Types of video clips Examples	Storyboarding for upcoming video Techniques lesson: lighting/positioning participants



Lab: How to use iMovie

Week 12: March 23/25 Video, Part II

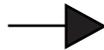
Monday	Wednesday
In-class group assignments	Students present video projects

Lab: Group video

Lab: Embedding video to Mag+

Week 13: March 31/April 1 - Video

Monday	Wednesday
Video quiz(4) Last of the information from video	Work day for part III



Week 14: April 6/8 - Infographics

Monday	Wednesday
Interactive infographics Maps, charts and tables Data visualization	More on infographics Intro to Google Fusion Make first interactive maps

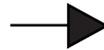
****Part III Due: Monday, March 31 @ 6 p.m. ****

Lab: Creating pop-ups in Mag+

Lab: Google Fusion lab/hw TBD

Week 15: April 13/15

Monday	Wednesday
Telling stories visually and creatively Examples of some ways stories have been enhanced	Infographic quiz(5)



Lab: Exporting final Mag+ projects

Week 16: April 20/22

Monday	Wednesday
Work Day	Work Day

NO CLASS

****FINAL PROJECT DUE: TBD ****