

# VISUAL JOURNALISM

JOU 3220C

Summer B 2015 | Section 4E81

This class is an introduction to the art of visual storytelling. You will learn basic principles of print and web design, and you will explore telling stories through typography, data visualization, photography and videography. By the end of the semester, you will have a portfolio showcasing your original examples of visual journalism.

## MEGAN E. MALLICOAT

Instructor

### 2034 Weimer

*Office Hours: I will be available throughout the week to meet via Skype, and may have some opportunities to meet in person as well. (I will be commuting to Gainesville this summer, but will not be on campus every day.) Please email me to arrange a specific time for an online or face-to-face meeting.*

**mmallicoat@ufl.edu**

*When you email, please include "JOU 3220C" in the subject line.*

Twitter + Instagram:

**@meganmallicoat**

*Follow me for course updates and related info. Also, please feel free to use Twitter to ask quick, simple questions (non-grade related). Just be sure to tag them with #jou3220c, please.*

TO ACCESS THE  
COURSE, LOGIN  
TO CANVAS ON  
E-LEARNING

<https://lss.at.ufl.edu>

## BY THE END OF THIS CLASS, YOU WILL ...

- » Know how to use Photoshop, InDesign, Illustrator and iMovie to visually tell stories.
- » Know how to write basic HTML and CSS to support distribution of visual communication.
- » Be able to critique examples of visual journalism

## YOU WILL NEED...

- » *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design* by Rebecca Hagen & Kim Golombisky [2nd Edition / ISBN 0240824148]
- » A MacBook Pro with the Adobe Creative Suite (*we will use Photoshop, InDesign and Illustrator*) and video editing software
- » A digital camera that shoots video with sound
- » Ruler, Markers, Pencils, Sketchbook
- » A WordPress blog
- » A codecademy.com account
- » Access to Lynda.com
- » Access to the New York Times online

## NOT REQUIRED, BUT HELPFUL...

- » A scanner
- » A smartphone

# ASSIGNMENTS + GRADING SCALE

## DISCUSSIONS 25%

Each week, I will provide you with a question or topic to discuss in our course's online community. You are expected to write an original post of your own, and respond to at least two posts from your classmates each week. Consider these online discussions your way of participating in our online course. You should actively engage in the online discussions just as you would actively engage in conversation during a classroom session.

## HOMEWORK 25%

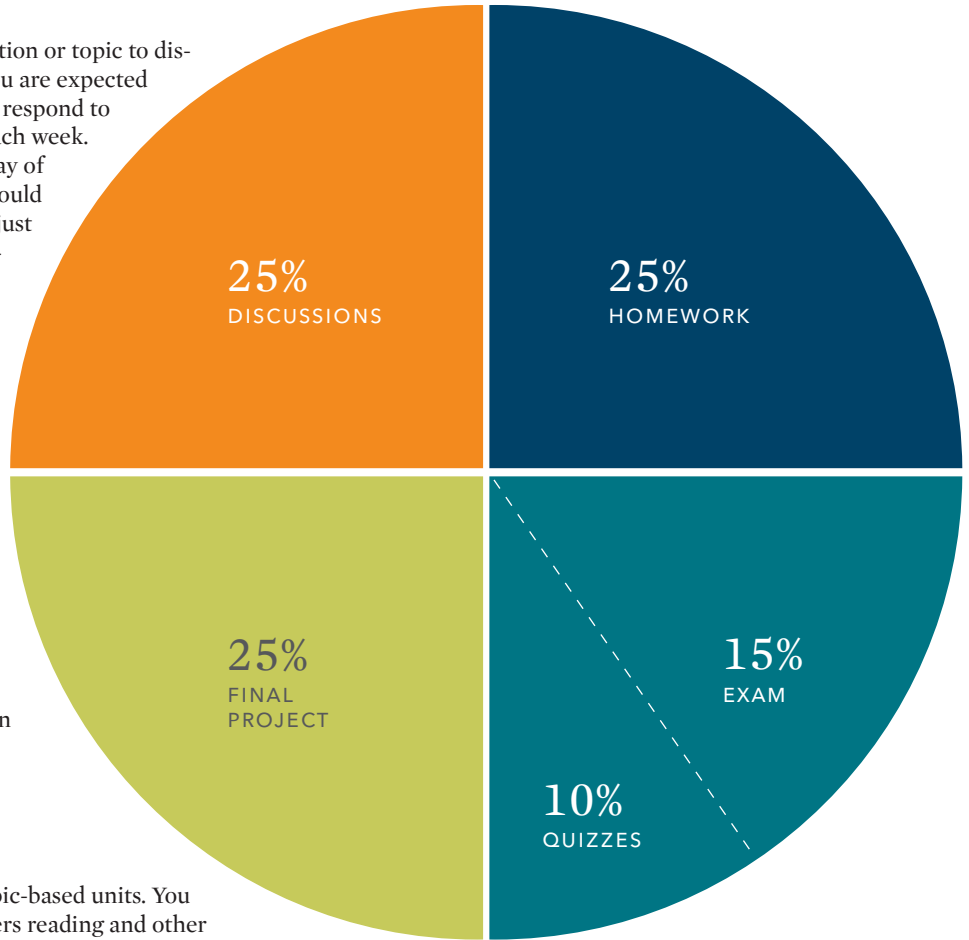
It takes some effort to learn how to use the sophisticated Adobe software we will be using during this class. Homework assignments are designed to help you learn several key concepts that you need to master to become proficient with the software and other related technology. They will also help you build a portfolio of visual journalism. **NOTE:** Not all homework assignments are created equally. Some assignments will be given greater weight than others.

## QUIZZES + EXAMS 25%

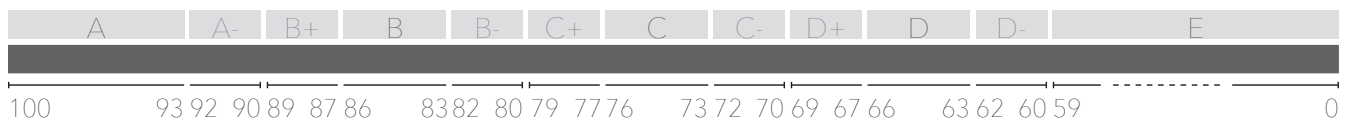
This course is structured in a series of topic-based units. You will take a quiz during each unit that covers reading and other materials introduced. There will also be a final exam.

## FINAL PROJECT 25%

You will produce a final project that combines all of the visual journalism skills we will cover during the semester. Allow yourself plenty of time to complete this project, because it will be a big one. It will also be a really valuable addition to your portfolio, and might land you an awesome job as a visual journalist!



## GRADING SCALE



For more information on current UF grading policies, visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **COURSE STRUCTURE**

This is an asynchronous online course. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is absolutely essential for you to be an organized, motivated student. The course will be managed through Canvas in e-Learning, and is structured in a series of topic-based units. Because this Summer B class lasts only six weeks, the pace will be fast. You will be responsible to complete a number of assignments and activities for each unit. Do not let yourself fall behind! Deadlines are critical for journalists. You are expected to submit all assignments on time. Late work will not be accepted, nor will make-up opportunities be given. (I will consider making exceptions for documented extreme circumstances, however, and so should you should discuss them with me.)

### **THINGS YOU WILL NEED**

According to the Journalism Department's computer requirements, you are expected to own a Mac laptop with Adobe Creative Cloud software installed. You will need it for this class. Adobe software is also installed in many computer labs across campus. While you could use a lab computer in a pinch, you will find it far more convenient to work on your laptop, where you can install fonts, save files, etc. You will also need a camera that shoots decent video with audio. For best results, use a DSLR camera rather than a point-and-shoot camera. Do not use your cell phone, even if you think it takes great photos. You will also need a WordPress blog (an established one is fine, as long as you don't mind adding some things for this class), an account with codecademy.com, and access to Lynda.com and nytimes.com (both are free with your Gatorlink credentials). Finally, you should buy a sketchbook and some drawing markers or pencils. You'll find these helpful in planning creative projects.

### **CLASS ETIQUETTE**

Please err on the side of extra polite during online interactions. You will not have the benefit of face-to-face communication, which can make it difficult to express yourself. Humor and sarcasm can be tricky to convey online. Proceed with caution. Generally, please conduct yourself in a professional manner. This includes your spelling and grammar. Your instructor has high expectations for your written communication. You are journalism students.

### **STUDENTS WITH DISABILITIES**

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. Visit the Disability Resource Center in 001 Reid Hall or call 352-392-8565 for more information.

### **COURSE EVALUATION**

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 part 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>.

### **ACADEMIC INTEGRITY**

All UF students are expected to adhere to the Student Honor Code:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

#### *The Honor Pledge:*

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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."

Plagiarism and cheating will not be tolerated. When you use information (including images) from any source, you should cite it appropriately. In a visually oriented class such as this, it may be tempting to "borrow" creative ideas from other sources. This is not acceptable. It is OK, however, to be inspired by other creative works. Do not cross the line between inspiration and intellectual theft. If you have any questions or concerns about how to appropriately be inspired, talk with me. I am more than happy to help you understand what is inspiration and what is plagiarism. All work submitted for this class must be your original work. You may not reuse assignments created for other purposes, including other courses. Academic integrity violations will result in a failing grade for the course, without exception.

### **USEFUL LINKS**

- College of Journalism & Communications Computer Requirements:  
<http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/>
- WordPress Blogs:  
<https://wordpress.org>
- Code Academy:  
<http://www.codecademy.com>
- Lynda.com access:  
<https://lss.at.ufl.edu>
- New York Times access:  
<http://hr.ufl.edu/nyt/>
- U Matter We Care, a resource for UF students:  
<http://www.umatter.ufl.edu>

## TENTATIVE CALENDAR

### JUNE/JULY

SUN	MON	TUES	WED	THURS	FRI	SAT
<i>Week 1</i>	29 Introduction/ Principles of Design	30	1	2	3	4
<i>Week 2</i>	6 Typography & Color	7	8	9	10	11
<i>Week 3</i>	13 Data Visualization	14	15	16	17	18
<i>Week 4</i>	20 Photography	21	22	23	24	25
<i>Week 5</i>	27 Videography	28	29	30	31	

### AUGUST

SUN	MON	TUES	WED	THURS	FRI	SAT
<i>Week 5</i>						1
<i>Week 6</i>	3 FINAL EXAM	4	5	6	7 FINAL PROJECTS DUE	8
<i>Week 7</i>	10	11	12	13	14	15

*\* This is a tentative outline of our course calendar. Things may change along the way.*