Visual Journalism

JOU 3220C | Sec 15CB | Fall, 2014
M&W | Periods 9-10 | TUR 2346

Instructor
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Office
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Office Hours
M 1-4 p.m.
and by appointment

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://ww.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. 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.
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.

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.

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.

Class schedule up next!
# SCHEDULE

*This is a tentative schedule.*

## Week 1: Aug. 25/27 - Introduction

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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</table>
| Course Intro  
Syllabus/Textbooks/ Technology | What is Visual Design?  
Examples of "cool" visual journalism |

## Week 2: Sept. 1/3 - Intro to Design

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td></td>
<td>NO CLASS</td>
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## Week 3: Sept. 8/10 - Elements of Design

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
</table>
| What makes good and bad design (Chp 4) | Cultural importance of design  
First three elements: Space, line, shapes (Chp. 5) |

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

## Week 4: Sept. 15/17 - Elements of Design

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
</table>
| Basics of grids  
Final Four elements: size, pattern, texture, value | Design Quiz |

Lab: Use InDesign to create a department

## Week 5: Sept. 22/24 - Principles of design

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
</table>
| Discuss all 7 principles of design  
Introduction to typography | Typography  
Bring photos from typography scavenger hunt |

HW: Typography scavenger hunt  
Lab: Intro to Mag+

## Week 6: Sept. 29/Oct. 1 - Tablet Design

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designing for small screens</td>
<td>Typography quiz(2)</td>
</tr>
</tbody>
</table>

Lab: Layers on Mag+  
Lab: Exporting to Mag+

## Week 7: Oct. 6/8 - Part I of Project!

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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</table>
| TBA | Chp. 2  
Project Work Day |

**Part I Due: Sunday, Oct. 12 @ 11:55 p.m. **

## Week 8: Oct. 13/15 - Photojournalism

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

Lab: Intro to Photoshop
### Week 9: Oct. 20/22 - Photojournalism

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
<tbody>
<tr>
<td>Photo editing for different types of publications</td>
<td>Photo/audio quiz(3)</td>
</tr>
<tr>
<td>Photo ethics</td>
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</table>

Lab: Using audacity/ Soundslides

Lab: Group video

### Week 10: Oct. 27/29 - Video

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Introduction to video storytelling</td>
<td>Storyboarding for upcoming video</td>
</tr>
<tr>
<td>Creating a storyboard</td>
<td>Techniques lesson: lighting/positioning participants</td>
</tr>
<tr>
<td>Types of video clips</td>
<td></td>
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<tr>
<td>Examples</td>
<td></td>
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</tbody>
</table>

**Part II Due: Sunday, Nov. 2 @ 11:55 p.m.**

Lab: Take portraits for Project, Part II

Lab: How to use iMovie

### Week 11: Nov. 3/5 - Video, Part II

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>In-class group assignments</td>
<td>Students present video projects</td>
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Lab: Group video

### Week 12: Nov. 10/12 Video, III

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<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>NO CLASS</td>
<td>Video quiz(4)</td>
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<tr>
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<td>Last of the information from video</td>
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Lab: Embedding video to Mag+

### Week 13: Nov. 17/19 - Infographics

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<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Interactive infographics</td>
<td>Work day for part III</td>
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<tr>
<td>Maps, charts and tables</td>
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<tr>
<td>Data visualization</td>
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**Part III Due: Sunday, Nov. 23 @ 11:55 p.m.**

Lab: Creating pop-ups in Mag+

Lab: Google Fusion lab/hw TBD

### Week 14: Nov. 24/26

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>More on infographics</td>
<td>NO CLASS</td>
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<tr>
<td>Intro to Google Fusion</td>
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<tr>
<td>Make first interactive maps</td>
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Lab: Exporting final Mag+ projects

### Week 15: Dec. 1/3

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Telling stories visually and creatively</td>
<td>Infographic quiz(5)</td>
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<tr>
<td>Examples of some ways stories have been enhanced</td>
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Lab: Exporting final Mag+ projects

### Week 16: Dec. 8/10

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Work Day</td>
<td>Work Day</td>
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**FINAL PROJECT DUE: TUESDAY, DEC. 16 @ 9:30 a.m.**