

## Visual Journalism J3220 Syllabus

**Section:** 02FG

**Semester:** Spring 2014

**Class meeting time:** Tuesday and Thursday from 4:05-6:00 p.m., in 107 Matherly Hall

**Instructor:** Andrea Hall

**Email:** [andreaehall@ufl.edu](mailto:andreaehall@ufl.edu)

**Phone number:** (352) 846-1107

**Office Hours:** Tuesdays and Thursdays from 2:30 to 3:45 p.m., and by appointment

**Office:** Weimer Hall G038

**Class Twitter hashtag:** #UFJ3220

### Course Overview

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.

### Course Materials

The required texts for this course are:

**White space is not your enemy:**

**A beginner's guide to communicating visually through graphic, web and multimedia design**

By Rebecca Hagen & Kim Golombisky

Second edition, 2013

ISBN 978-0-240-82414-7

**Thinking with type:**

**A critical guide for designers, writers, editors, and students**

By Ellen Lupton

Second Edition, 2010

ISBN-13: 978-1568989693

Outside reading may be assigned in addition to these texts. The instructor will make those available to students at little to no costs.

### Visual Journalism? That is the question

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.

### **What you will learn**

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 organize data visually
- + To create an interactive map
- + To critique visuals

### **Evaluation**

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 be required to complete and discuss their projects as well as critique other students' projects and professional visual journalism examples in class and through a weekly blog.

<b>Three projects</b>	50%
<b>Five quizzes (drop lowest)</b>	20%
<b>In-class exercises</b>	10%
<b>Homework assignments</b>	10%
<b>Online Portfolio</b>	10%
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<b>Total</b>	100%

### **Course projects**

Project One (15%): Magazine Design (Mag+)

Project Two (15%): Photography and Audio (Photoshop, Audacity and Soundslides)

Project Three (20%): Multimedia Storytelling (iWeb)

## **Exercises**

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.

## **Grading Scale**

A	100-94
A-	93-90
B+	89-87
B	86-84
B-	83-80
C+	79-77
C	76-74
C-	73-70
D+	69-67
D	66-64
D-	63-60
E	59 or fewer

## **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 Microsoft Office, Adobe CS Design Premium/Cloud, 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 & 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. (See Assignments)

## **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.

## **Food 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.

## **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.** Excuses such as, “My project wouldn’t upload” or “I lost my jump drive” will not be acceptable.

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.

### **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.

### **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 assessments are available to students at <https://evaluations.ufl.edu/results>.

## **Class schedule**

This is a basic outline of the semester. However, it is subject to change as the instructor feels is necessary. Students will be notified of these changes immediately.

**(Note: On days marked LAB DAY, students are required to bring laptops and/or other technology listed in the syllabus or specified by instructor)**

Week 1: Introduction

**Tuesday, Jan. 7**

Course introduction (Syllabus/text books/technology)

**Thursday, Jan. 9**

What is Visual Journalism? Discussion  
Examples of “cool” visual journalism

Week 2: Intro to Design

**Tuesday, Jan. 14 (½ Lecture, ½ Lab Day)**

What is Design (Chp. 1)  
Overview of the core elements to beginning design (Chp. 3)  
**Lab:** Introduction to InDesign

**Thursday, Jan. 16 (Lab Day)**

What makes good and bad design (Chp. 4)  
**Lab:** Building first magazine spreads  
*HW: Bring in an example of good design and an example of a bad (or just-not- great design to share with class on Tuesday, Jan. 21.)*

Week 3: Seven Elements of Design

**Tuesday, Jan. 21 (½ Lecture, ½ Lab Day)**

Cultural importance of design  
First three elements: Space, line and shape (Chp. 5, first half)  
Discuss good and bad designs brought into class  
**Lab:** Design an “About Me” spread. Please bring in digital images to use for this class in your design. Photos need to be clean: no alcohol, drugs or nudity, please!  
*HW: Bring in your favorite magazine (maybe a couple of issues) to class. It must have a department page. Examples: People’s Scoop, Instyle’s Steals and Deals. Please, no “The New Yorker” magazines, even if it is your fav.*

**Thursday, Jan. 23 (½ Lecture, ½ Lab Day)**

Design quiz (1)

Living on and off the (design) grid

Basics of grids

Final four elements, size, pattern, texture and value

Present “About Me” pages to the class

**Lab:** Create a magazine department page that follows a grid

*HW: Finish magazine department page that follows grid. Turn in Tuesday, Jan. 28 for class critique.*

Week 4: Seven Principles of Good Design and Typography, Part I

**Tuesday, Jan. 28 (½ Lecture, ½ Lab Day)**

Discuss all seven principles of design (Chp. 5, second half)

Look at designs that live (or die) by the principles

Introduction to typography (Chp. 8 & TWT pg. 36-51, pg 68-71)

**Lab:** Introduction to Mag+

*HW: In teams of two, find the six races of type and take pictures. Bring the images on your computer/camera to class Thursday.*

*Also, bring your Department page InDesign file back (including image files)*

**Thursday, Jan. 30 (¼ Lecture, ¾ Lab Day)**

Typography (TWT pg. 72-83)

In-class exercise using type

Second Tutorial on using Mag+

Turn your magazine department page into a Mag+ page

Week 5: Typography, Part II/ Designing for the small screen

**Tuesday, Feb. 4 (½ Lecture, ½ Lab Day)**

Watch short documentary on advertising and type

Watch clips from “Helvetica” the documentary

**Lab:** Tutorial on using layers in Mag+

Turn your department Mag+ Design into one with layers

**Thursday, Feb. 6 (½ Lecture, ½ Lab Day)**

Introduction to designing for the small screen

Print v. Digital design

Examples of digital magazines, newspapers, sites for tablets

**Lab:** In-class exercise using type

Adding photo/multimedia to your Mag+ designs

Week 6: Introduction to Photography

**Tuesday, Feb. 11 (¾ Lecture, ¼ Lab Day)**

Typography quiz (2)

Creating logos

*HW: Begin working on logo competition pieces (more information TK)*

**Lab:** Push out initial designs to iPad

(If you have an iPad, please bring it to class today)

**Thursday, Feb. 13 (Lab Day)**

Project I work day

\*\*\*\*\* **Sunday, Feb. 16 @ 11:59 p.m.: PROJECT ONE IS DUE** \*\*\*\*\*

Week 7: Photojournalism, Part II +Adding Audio

**Tuesday, Feb. 18 (Lecture)**

Intro to photojournalism

Famous news photos, what makes them great?

UF Photo story in-class exercise

**Thursday, Feb. 20 (½ Lecture , ½ Lab Day)**

Types of photos

Writing captions

Enhancing photos with sound

Interviewing tips/tricks

Examples of photo and audio working together

**Lab:** Intro to Photoshop

Week 8: Photojournalism, Part III

**Tuesday, Feb. 25 (Lecture)**

Photo editing for different types of publications

Photo ethics

Short tutorial on using audacity

Short tutorial on Soundslides

Bring a recorder, and get ready to practice your broadcast voice

*HW: Submit two proposals for photo stories with audio by Sunday, Feb. by 11:59 p.m. via email to Andrea*

**Thursday, Feb. 27 (Lab Day)**

Photo/audio quiz (3)

Work day for Project II

(Days could be switched up depending on availability of guest speaker for photography)

Week 9: Video multimedia

**Tuesday, March 11 (Lecture)**

Introduction to video storytelling

Creating a story board

Types of video clips, working with audio

Examples of good video stories

*HW: Create a storyboard around a theme designated by instructor*

**Thursday, March 13 (Lab Day)**

Students present initial story boards, discuss challenges

Tutorial on how to use editing software

In groups, students will storyboard first video project to film over the next week

*HW: Email 2 pitches for video story by Sunday, March at 11:59 p.m. to Andrea*

**\*\*\*\*\* Sunday, March 16 @ 11:55 p.m.: PROJECT TWO IS DUE \*\*\*\*\***

Week 10: Video multimedia, Part II

**Tuesday, March 18 (Lecture)**

Techniques lesson: Lighting

Interviewing for audio/video

Students present storyboards for project III in small groups

**Due:** Print out of pitches and two storyboards

**Thursday, March 20 (Lab Day)**

Students present group video projects for critique

*HW: Pitch and storyboard of final video project due Sunday, March 23 @ 11:59 p.m. via email to Andrea*

Week 11: Video multimedia, Part III

**Tuesday, March 25 (Lecture)**

Video quiz (4)

Introduction to infographics

Types of infographics

Examples of infographics across media

**Thursday, March 27 (½ Lecture , ½ Lab Day)**

Choosing and evaluating infographics

Introduction to Illustrator

Using Illustrator/InDesign together

*HW: Create a small infographic*

Week 12: Infographics, Part I

**Tuesday, April 1 (Lab Day)**

Interactive infographics  
Maps, Charts and Tables  
Data visualization using infographics  
Good examples of data visualization

**Thursday, April 3 (Lab Day)**

Infographic quiz (5)  
Introduction to Google Fusion  
Make first interactive maps  
\*Must have a Google account for this class, no exceptions  
*HW: Create an interactive map of your class schedule*

Week 13: Infographics, Part II

**Tuesday, April 8 (Lecture)**

Work day for Project III

**Thursday, April 10 (Lab Day)**

Work day for Project III

Week 14: Infographics, Part III

**Tuesday, April 15 (Lab Day)**

**FINAL PROJECTS DUE BY THE TIME CLASS STARTS**

**Students start presenting final projects**

**(All students must be present for class in order to receive critique points on final project.)**

**Thursday, April 17 (Lab Day)**

**Final project presentations**

Week 15: Final Projects

**Tuesday, April 22**

**Final project presentations**

**Final exam time: Tuesday, April 29 at 5:30 p.m. (Portfolios due)**