

Fall 2014 | Monday 12:50 p.m. - 4:55 p.m.

This class will immerse you in the world of graphic design. You will learn principles of design, and you will have the opportunity to hone your skills in a lab setting. By the end of the semester, you will have a portfolio showcasing your original designs.

MEGAN E. MALLICOAT
Instructor

G034 Weimer

*Office Hours: Wednesdays
from 1 p.m. - 3 p.m. and by
appointment*

mmallicoat@ufl.edu

*When you email, please
include "JOU 3411" in the
subject line.*

*If you message me through the
e-Learning system, please be
sure to check the box to send
a copy to my email address as
well. Otherwise, I may not see
your message for a few days.*

www.meganmallicoat.com

*I will post useful links,
examples and other
information to my blog. Check
it regularly!*

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 #jou3411,
please.*

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

- » Know how to use Photoshop, InDesign and Illustrator at an intermediate level.
- » Understand foundational design principles and be able to apply them to create a variety of creative work.
- » Have experience pitching and presenting your ideas.
- » Be able to critique design in an informed, educated manner.
- » Know more about design as a profession.

YOU WILL NEED...

- » Access to Lynda.com (free for UF students)
- » A MacBook Pro with Adobe Creative Cloud installed (we will use Photoshop, InDesign and Illustrator)
- » Ruler, markers, pencils and sketchbook
- » We will not use a textbook for this class. However, if you have no design experience or background knowledge, I recommend you purchase and peruse this book:

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]

NOT REQUIRED, BUT HELPFUL...

- » A scanner
- » A camera
- » A smartphone
- » Art supplies
- » A USB thumb drive

ASSIGNMENTS + GRADING

PROJECTS 60%

Over the course of the semester, you will complete four theme-driven projects, as well as a final project. The first four projects will each be worth 10% of your final grade, and the final will be worth 20%. Most projects will take about three weeks: you will design a draft the first week, participate in a critique the second week, and turn it in the third week. Expect to spend a lot of time working on these projects outside of class.

LAB EXERCISES 20%

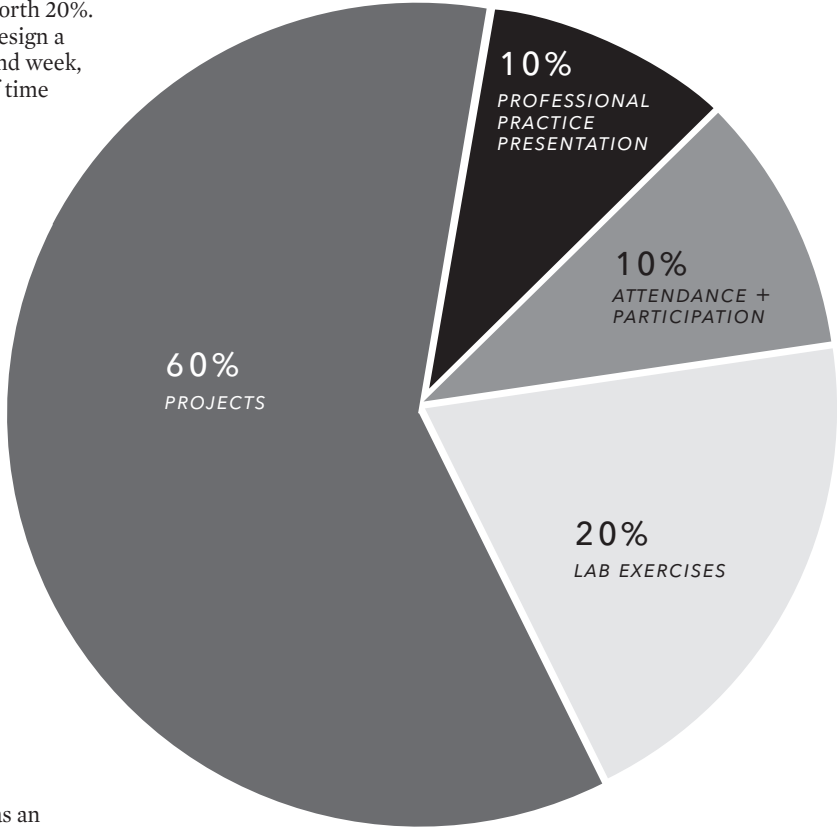
One of the most important skills a professional designer needs is the ability to be creative on deadline. To help you master this skill, you will complete timed projects in lab each week.

PROFESSIONAL PRACTICE PRESENTATION 10%

You will interview a professional graphic designer and give a short presentation to the class about his or her work habits, sources of inspiration, advice and more.

ATTENDANCE + PARTICIPATION 10%

You are expected to attend class. You should treat it as an appointment that can't be missed, except in the most extreme circumstances. Please arrive on time, fully prepared, and contribute meaningfully to the discussion. Your first absence—for any reason—is free. After that, I will deduct points from your attendance and participation grade, and your *final* grade, at my discretion. If you are late twice, I will count it as an absence. You are also expected to participate in several group design critiques. Your professional conduct and helpful observations during these critiques will count toward your attendance and participation grade as well.



GRADING SCALE



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

THE FINE PRINT

ATTENDANCE + DEADLINES

Attendance is required for both the lecture and the lab portion of this class. You are allowed one absence for any reason; after this I will deduct points from your grade at my discretion. If you are late twice, I will consider it an absence. If you miss lecture, you should ask a classmate for notes. If you miss a lab, you will not be able to make up that day's exercise. (However, I will drop your lowest lab exercise.) Deadlines are critical for journalists. You are expected to submit *all* assignments on time. Please note that technology issues are no excuse for missing deadlines. Anticipate technology issues, and leave yourself enough time to deal with them as they arise. 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 discuss them with me. Requirements for class attendance, assignments and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

WHAT TO BRING TO CLASS

The lab portion of our class meets in a computer lab. If you prefer to work on your own laptop, you may do so (make sure your battery is fully charged, because you may or may not be near an outlet). If you choose to use your own computer, you will have to transfer your work to a lab computer in order to print. Be sure to allow extra time for this process, and bring a USB thumb drive, too. There may also be days when you will need to bring your laptop to lecture. I will email you in advance if this is the case. Please bring your sketchbook, pencil and markers to both lecture and lab every week.

CLASS ETIQUETTE

Please be fully present during class, and refrain from activities that distract yourself and those around you (reading the newspaper, eating, checking email, surfing the Internet, texting, Facebooking, etc.). When you use your laptop or other technology for class activities, please stay on task and do not allow yourself to get sidetracked or distracted.

E-LEARNING

You will submit many of your assignments through e-Learning. Please make sure you have access to this class' portal, and familiarize yourself with the system in advance. If you choose to submit assignments to e-Learning minutes before the deadline, you are taking a risk. E-Learning is a system that sometimes does not work as it should. Leave yourself enough time to resolve any technology issues *before* deadlines.

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 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>.

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. **Academic integrity violations will result in a failing grade for the course, without exception.**

TENTATIVE CALENDAR

AUGUST

	SUN	MON	TUES	WED	THURS	FRI	SAT
WEEK 1		25 Intro / History of Design	26	27	28	29	30

SEPTEMBER

	SUN	MON	TUES	WED	THURS	FRI	SAT
WEEK 2		1 NO CLASS LABOR DAY	2	3	4	5	6
WEEK 3		8 Principles of Design	9	10	11	12	13
WEEK 4		15 Typography / Field Trip	16	17	18	19	20
WEEK 5		22 Color	23	24	25	26	27
WEEK 6		29 Design by Decade	30				



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

OCTOBER

SUN	MON	TUES	WED	THURS	FRI	SAT
WEEK 6			1	2	3	4
WEEK 7	6 Hand-drawn Techniques	7	8	9	10	11
WEEK 8	13 Screen Printing / Field Trip	14	15	16	17 HOMECOMING	18
WEEK 9	20 Ethical Design	21	22	23	24	25
WEEK 10	27 Working with Clients	28	29	30	31	

NOVEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
WEEK 11	3 TBA	4	5	6	7	8
WEEK 12	10 Offset Printing / Field Trip	11 VETERANS DAY	12	13	14	15
WEEK 13	17 Digital Design	18	19	20	21	22
WEEK 14	24 Conclusion	25	26	27	28	29

THANKSGIVING BREAK

DECEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
WEEK 15	1 Final Project Pitch Session	2	3	4	5	6
WEEK 16	8 Final Project Pitch Session	9	10 	11 -----READING DAYS-----	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			

USEFUL LINKS

- » Lynda.com access (free with Gatorlink login):
<https://lss.at.ufl.edu>
- » College of Journalism & Communications
Computer Requirements:
**[http://www.jou.ufl.edu/academics/
bachelors/admissions/computerequipment-
requirement/](http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/)**
- » U Matter We Care, a resource for UF students:
<http://www.umatter.ufl.edu>
- » Kuler, a color-palette generator by Adobe:
<https://kuler.adobe.com>