JOU 3411 DESIGN SYLLABUS

CLASS MEETINGS
Lectures in G030 Weimer Hall: 11:45 a.m.-1:40 p.m. Mondays
Section 4215: 4:05-6 p.m. Mondays in 2056 Weimer Hall
Section 4224: 6:15-8:10 p.m. Mondays in 2056 Weimer Hall
For exceptions to the meeting schedule, please see the attached schedule.

INSTRUCTOR
Denise M. Reagan
E-mail: denisereagan@mac.com
Calls and texts: 904-451-0493

OFFICE HOURS
I will not have set office hours, because I live in Jacksonville and will only be on campus on Mondays. But I will be happy to make appointments with anyone. Please e-mail me to set up an appointment. Times available are 2 to 3:30 p.m. Mondays. Also, I will be happy to look at a project you're working on by e-mail.

COURSE GOALS
Journalism 3411 will introduce students to the desktop publishing techniques needed to produce quality designs of various types. In addition to becoming comfortable with InDesign CS5, you will learn the aesthetics of creating strong news design. Emphasis will be placed on the choice of appropriate typography and art elements. This class primarily focuses on InDesign software. If time permits, we will briefly touch on the basics of Adobe Photoshop.

REQUIRED MATERIALS
ISBN: 0073512044
USB mini flash drive with a minimum capacity of 4GB to archive and save work
Associated Press stylebook since it’s expected that you will not be making copy editing mistakes
Books are available at the UF Bookstore in the Reitz Union.
Website: Most class materials will be available at bit.ly/jou3411design

OPTIONAL MATERIALS

CLASS PROJECTS
Typography 100 points
Grids 100 points
Photo design 100 points
Final project 400 points
Color palette, your choice page, ASF page, conceptual design page

QUizzes
There will be seven quizzes: introduction to design, typography, grids, photo, InDesign basics, color, ASFs/graphics. I will drop the quiz with your lowest score. One quiz will be extra credit; I will announce which one during the semester.
Total 100 points
Extra credit possible 20 points

CLASS PARTICIPATION
Participation 200 points
This part of your grade is comprised of your attendance and participation in class. Class participation is an essential and fun way to build an atmosphere of creativity, trust and interdependence. Your effective participation increases not only your own success, but also the collective success of the group. Think of the class as a design department with Denise as art director and the class members as co-workers. Let’s make it the kind of place where you’d really look forward to coming to work. Your class participation, which includes strong work habits, answering questions, attentiveness, good attitude and active participation in the constructive criticism of assignments, represents a full 20 percent of your grade.

FINAL GRADING
A 900-1000 points
B+ 870-899 points
B 800-869 points
C+ 770-799 points
C 700-769 points
D+ 670-699 points
D 600-669 points
E 0-599 points

UF POLICIES
Honesty
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 (dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to
appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

Students with disabilities
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Counseling and Wellness Center

University Police Department
392-1111 or 911 for emergencies

DUE DATES
• Please see attached calendar for a schedule of when projects are due.
• Unless otherwise instructed, all assignments are due at the beginning of lectures.
• In addition, there might be reading assignments and other homework and in-class assignments given in class. These might not be listed on the calendar, but you will be responsible for them.
• Schedule and deadlines are subject to modification.

CLASS POLICIES
Make deadlines
• Late work is not acceptable. Deadlines are a necessary part of any aspect of journalism and/or design, and a missed deadline represents an empty page, lost client and failed project.
• If you turn in late work, you will lose one full letter grade for each class meeting that you have missed the deadline.
• The early drafts of any project are important part in the design process; they allow us to talk about the project’s direction before you have finished. Your work on these will affect the project’s total grade.

Attend lectures and labs
• Treat this class is like it’s your first job where you won’t be able to take vacation for the first four months and sick days come out of the same pool of days off as vacation days. (That’s how it works in the real world.) If you skip a class you will quickly fall behind in this course. And you’ll miss all the fun.
• If you miss a lecture, that is considered an absence. If you miss a lab, that is considered an absence. If you miss both, that is considered two absences.
• You are allowed only one free absence during the semester — excused, unexcused, illness, etc. Any further absences will affect your participation grade.
• If you have an extended illness for two or more consecutive classes, you must provide a doctor’s note.
• You must turn in written notification with a phone number from another professor or coach for any class missed due to another class’ field trip, etc. Remember: This still counts as your only allowed absence.
• If you miss a class, it is your responsibility to obtain all missed assignments and class notes from another student — and to meet all project deadlines.
• Missing the last class of the semester, or any quizzes, is not permitted.
• For each unexcused absence beyond the allowed one, you will lose points from your participation score.
• Any student who signs an attendance sheet for another student will receive an E for the course, and further disciplinary action will also be recommended to the university.

Be on time
• Tardiness is not acceptable. Attendance is taken at the beginning of class.
• Each student will have one free pass for being late up to 10 minutes one time this semester. Do not ask for another one.
• Coming late to class will result in points deducted from your participation grade.
• If you are more than 10 minutes late, that will count as an unexcused absence and you will lose points from your participation score.

Class time is our time
Do not use mobile devices, check social media sites, or work on other class assignments during our lectures and labs.

Extra credit
If you have an idea for a project that you would like to create to further your personal goals, let’s discuss it.

Changes during the semester
I reserve the right to modify class assignments listed in this syllabus during the course of the semester to benefit the collective progress of the class. Should an assignment be dropped entirely, the other assignments will be adjusted to replace its point weighting.

EVALUATIONS
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/.
SCHEDULE

JAN. 6
Lecture: Introductions; basic design principals
Lab: InDesign introduction
Assignment: Read pages 1-44

JAN. 13
Lecture: Typography
Lab: InDesign type lesson
Assignment: Typography first draft, Typography for News Design on newsu.org, read typography handout

JAN. 20 (Holiday, no lecture or lab)
Assignment: See Jan. 14 assignments

JAN. 27
Due: Typography first draft
Lecture: Typography first draft critique
Quiz: On pages 1-44
Lab: Work on typography second draft
Assignment: Typography second draft, read pages 45-108

FEB. 3
Due: Typography second draft
Quiz: On Typography for News Design and typography handout
Lecture: Grids, typography second draft critique
Lab: Work on grids project and typography final draft
Assignment: Grids first draft, typography final draft

FEB. 10
Due: Grids first draft
Lecture: Grids first draft critique
Quiz: On pages 45-108
Lab: Work on grids second draft and typography final draft
Assignment: Typography final draft, grids second draft, read pages 109-160

FEB. 17
Due: Typography final draft; grids second draft
Lecture: Grids second draft critique
Quiz: On pages 109-160
Lab: Work on grids final draft
Assignment: Grids final draft, Color in News Design on newsu.org, read pages 195-234

**FEB. 24**
Due: Grids final draft
Lecture: Photo editing and use, final project guidelines
Quiz: InDesign skills
Lab: Work on photo first draft
Assignment: Photo first draft

**MARCH 3 (Spring break, no class)**
Assignment: Redesign reading 225-242, pick publication for final project

**MARCH 10**
Due Photo first draft
Lecture: Color, photo first draft critique
Lab: InDesign color and paragraph/character styles, work on color project
Assignment: Photo final draft; read pages 161-194 and ASF handouts

**MARCH 17**
Due: Photo final draft
Lecture: Redesigns
Quiz: On Color in News Design and pages 195-234
Lab: Work on your choice page and color palette
Assignment: Your choice page first draft, color palette first draft, find a story for ASF page

**MARCH 24**
Due: Color palette first draft, your choice page first draft, story for ASF page
Lecture: ASFs, your choice page and color palette first draft critique
Quiz: On ASF handouts and pages 161-194
Lab: Start ASF page
Assignment: ASF first draft, your choice page second draft; find a story for conceptual page

**MARCH 31**
Due: ASF first draft; story for conceptual page
Lecture: Conceptual design; ASF first draft critique
Lab: Work conceptual page
Assignment: Conceptual page first draft; ASF second draft
**APRIL 7**
Due: Conceptual page first draft  
Lecture: Conceptual page first draft critiques  
Lab: Conceptual page second draft  
Assignment: Your choice page, ASF, conceptual page and color palette latest drafts

**APRIL 14**
Due: Latest drafts of all final project pages  
Lecture: Final project critiques  
Lab: Work on final projects

**APRIL 21**
Due: Final projects  
Lecture and labs: Final project presentations