

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

The Newspaper Designer's Handbook, Seventh Edition. Tim Harrower and Julie Elman, McGraw Hill.

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

InDesign CS6: Visual Quickstart Guide, Sandee Cohen, Peachpit Press

Photoshop CS6: Visual Quickstart Guide, Elaine Weinmann and Peter Lourekas, Peachpit Press

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

392-1575, www.counseling.ufl.edu/cwc/Default.aspx

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 typeography 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