
SYLLABUS

JOU4214 ADVANCED DESIGN

UNIVERSITY OF FLORIDA
COLLEGE OF JOURNALISM AND COMMUNICATIONS
FALL 2015

CLASS MEETINGS

SECTION 1426

Monday 3 – 6 p.m. / Weimer 3219

INSTRUCTOR

Jason Farmand
jason.farmand@gmail.com

OFFICE

I live in Orlando and will be commuting to Gainesville on Mondays for class. I do not have official office hours, however, I will be available for you outside of class. The best way to get in touch is via email, which is efficient for anything from a quick, simple question to more detailed feedback/critique on a project you are working on. Please be mindful of deadlines when emailing me for additional feedback on your work – if you email me 30 minutes before a project is due, it is very unlikely you'll get a response. I'm also happy to video chat via Google Hangout, which should be scheduled in advance. The best time for video chats is in the evening but before 10 p.m.

COURSE GOALS

The main goal of this course is to produce portfolio-quality design work. This will include branding work plus a heavy emphasis on publication design. You will also gain a comprehensive understanding of modern web design – responsive design, how to design for the web, retina displays, and the differences between web and print design. We will also have weekly discussions reviewing case studies about the world of design today. **This is not a software course.** We will use Adobe CC as a tool but we will not spend time learning how to use the software. Being a capstone course, you are expected to have an advanced knowledge of InDesign and Photoshop and an intermediate knowledge of Illustrator.

CLASS WEBSITE

www.jou4214.com

This will be our central hub for the entire semester. I will use the website to post reading assignments, show examples of good and bad design, offer design resources for your benefit, link to software tutorials, etc. You will also use the website to submit your project files to me when required.

REQUIRED MATERIALS

There are no required textbooks for this class. All reading assignments will either be posted on the class website or be given to you as a handout in class. However, you will be required to log into **Lynda.com** to watch software training videos throughout the semester. These are available for free to UF students. You can access the UF log in page by clicking on the Lynda.com logo here: <http://www.it.ufl.edu/training/> (this will be linked on the class website). The Lynda.com required viewings will be assigned on a weekly basis.

You will be required to register a domain name for your final portfolio website (if you don't already own one). I will offer you plenty of options on services to use for this project.

ASSIGNMENTS & GRADING

Projects*	Project 1	100 points
	Project 2	200 points
	Project 3	200 points
	Project 4	200 points
	Research project	200 points
	Project 5	300 points
	Final portfolio	400 points
Class/critique participation		400 points

Design projects at any level – from this class to big agencies – thrive on critiques and peer feedback. We will spend a lot of time this semester giving feedback on class projects. As your art director, I will lead the critiques but active participation by you is essential and I think you will find it to be fun and rewarding. Please note that your participation in critiques and other class and online discussions represents 20% of your grade.

Final grading scale	
A	1860-2000
A-	1800-1859
B+	1740-1799
B	1600-1739
C+	1540-1599
C	1400-1539
D+	1340-1399
D	1200-1339
E	1199 or less

Final point total percentages will not be rounded up or down.

CLASS POLICIES

Deadlines

Late work is not acceptable. Deadlines are a necessary part of any aspect of journalism and a missed deadline represents an empty page, lost client and failed project. The first draft of any project is 25% of the final grade. Not being fully prepared for a first crit will result in a minimum 10% cut for any project. Any final project not turned in at deadline will have a full letter grade cut for each subsequent class meeting it is late.

Attendance

Attendance is mandatory with one absence (excused or not) allowed during the semester. However, I would suggest that you not skip any classes because you will fall behind. The attendance policy includes non-extended illnesses; for an extended illness for two or more consecutive classes, a doctor's note is necessary. It is the student's responsibility to obtain all missed assignments from the instructor and to still meet all project or test deadlines for any day of absence not due to extended illness. Missing or being late for the last class of the semester, the midterm, or the final, is not permitted. Being late for final project presentations will result in a minimum 15% grade reduction. For each unexcused absence beyond the allowed two, you will lose one-third of a letter grade for the course (i.e. an A will become an A-, etc.). **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.**

Tardiness

Coming to class late is not acceptable. Attendance is taken at the beginning of class. Coming to class late three times counts as one full absence. If you are more than 15 minutes late to class, that counts as a full absence. However, I realize that unforeseen surprises and delays sometimes come up in life. Each student will have one "Get out of jail free certificate" to use in this circumstance.

Extra credit

If you have an idea that you would like to create to further your personal goals or to expand your portfolio, please email me or talk to me in class to discuss it.

*** I reserve the right to modify class assignments to benefit the collective progress of the class. Should an assignment be dropped entirely, the other assignments will be averaged to replace its point weighting.**

UF POLICIES

Honesty

Plagiarism, such as turning in or altering the work of others, will result in a final grade of E. There is a huge difference between inspiration and blatant copying of someone's work. Please ask me if you are unsure whether you may be copying someone else's design work.

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."

Students with disabilities

Students with disabilities are encouraged to register with the Office for Student Services to determine the appropriate classroom accommodations. For students with print related disabilities, this publication is available in alternate format. For students with hearing disabilities trying to contact an office that does not list a TDD, please contact the Florida Relay Service at 1-800-955 8771 TDD.

COURSE SCHEDULE

*(schedule and deadlines
subject to modification)*

Week 1 • August 24

Class overview / syllabus
Introductions
Discussion

Week 2 • August 31

Project 1 assigned
Discussion

Week 3 • September 7

Labor Day – no class

Week 4 • September 14

JF out of town – no class
Project 1 critique via email

Week 5 • September 21

Project 1 due
Project 2 assigned
Research project assigned

Week 6 • September 28

Project 2 critique
Discussion

Week 7 • October 5

Project 2 due
Project 3 assigned
Discussion

Week 8 • October 12

Project 3 critique
Discussion

Week 9 • October 19

Project 3 due
Project 4 assigned

Week 10 • October 26

Project 4 critique
Research reports begin

Week 11 • November 2

Project 4 due
Project 5 assigned
Research reports continue

Week 12 • November 9

Project 5 critique 1
Research reports continue

Week 13 • November 16

Project 5 critique 2
Discussion

Week 14 • November 23

Thanksgiving week – no class

Week 15 • November 30

Project 5 due
Portfolio prep / individual appts

Week 16 • December 7

Portfolios due
Final presentations