

VISUAL JOURNALISM

SECTION 7143 / SUMMER C 2013

Jou 3220C

This class is an introduction to the art of visual storytelling. You will learn basic principles of print and web design, and you will explore telling stories through typography, data visualization, photography and videography. By the end of the semester, you will have a portfolio showcasing your original examples of visual journalism.

MEGAN E. MALLICOAT
Instructor

Go4o Weimer
Office Hours: Mondays from 11 a.m. - 12:15 p.m. and by appointment

mmallicoat@ufl.edu
When you email, please include "JOU 3220C" in the subject line.

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

Twitter + Instagram:
[@meganmallicoat](https://twitter.com/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 #jou3220c, please.

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

- » Know how to use Photoshop, InDesign, Illustrator, Soundslides Plus and iMovie to visually tell stories.
- » Know how to write basic HTML and CSS to support distribution of visual communication.
- » Be able to critique examples of visual journalism

YOU WILL NEED...

- » *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]
- » A MacBook Pro with the Adobe Creative Suite Design Premium, Soundslides Plus and iMovie
- » A digital camera that shoots video with sound
- » Ruler, Markers, Pencils, Sketchbook
- » An Instagram (or Twitter) account
- » A Wordpress blog
- » A codeacademy.com account
- » Access to Lynda.com

BRING THIS STUFF TO CLASS!

NOT REQUIRED, BUT HELPFUL...

- » A scanner
- » A smartphone
- » Headphones

ASSIGNMENTS + GRADING SCALE

SOCIAL MEDIA UPDATES / 10%

Social media plays a big role in the day-to-day life of today's up-and-coming visual journalists. This class includes a component designed to help you gain some experience integrating social media with your professional life. Please use Instagram or Twitter to post a thought-provoking, relevant, appropriate photograph at least one hour before each class. Be sure to post from your professional account, and use #jou322oc to tag the photos.

TECHNIQUE + CRITIQUE BLOG POSTS / 30%

You will create a Wordpress blog at the beginning of the semester, then use it to post several examples of your own work, and several critiques of other people's work. I will provide you with more information about individual assignments.

PRINT PROJECT / 25%

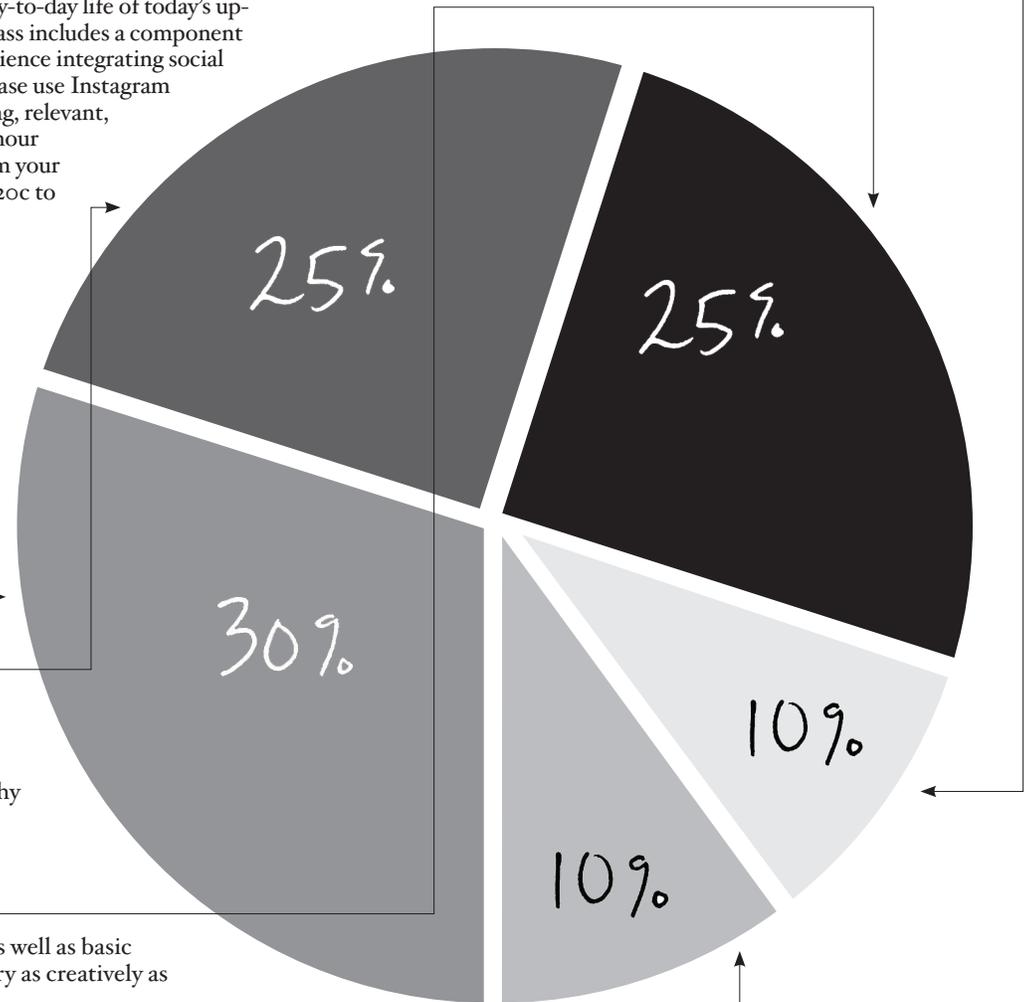
Apply your newfound knowledge of print design into a creative magazine or newspaper layout. Use techniques of print layout, typography and data visualization.

DIGITAL PROJECT / 25%

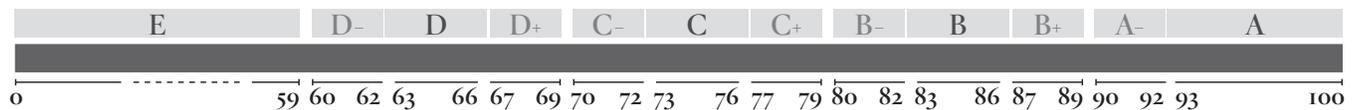
Use photography and videography, as well as basic design principles, to tell a digital story as creatively as possible.

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 two absences—for any reason—are free. After that, I will deduct points from your attendance and participation grade, and your *final* grade, at my discretion.



GRADING SCALE



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

WHAT TO BRING TO CLASS

Please bring your laptop to every class (make sure the battery is charged, because our classroom has a limited number of outlets), as well as your smartphone, if you have one. If you don't have a smartphone, it's OK. Please also bring your sketchbook, ruler, pencil and markers. During our lessons on photography and videography, please also bring your camera and any cable needed to connect it to your computer.

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. It has recently been updated, so it may look a little different than it did the last time you used it. I will also use e-Learning to post your grades.

CLASS ETIQUETTE

Please be fully present during class, and refrain from activities that distract yourself and those around you (reading the newspaper, 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.

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.

USEFUL LINKS

- College of Journalism & Communications Computer Requirements:
<http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/>
- U Matter We Care, a resource for UF students:
<http://www.umatter.ufl.edu>
- Code Academy:
<http://www.codecademy.com>
- Wordpress:
<https://wordpress.com>
- Lynda.com access:
<https://lss.at.ufl.edu>
- Kuler, a color-palette generator by Adobe:
<https://kuler.adobe.com>

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

MAY

	SUN	MON	TUES	WED	THURS	FRI	SAT
Week 1		13 Intro / Blogs	14	15 Principles of Design / Ch. 1+2	16	17	18
Week 2		20 Print Design / Ch. 5+6	21	22 Web Design	23	24 <i>Design principles blog post due</i>	25
Week 3		27 No CLASS	28	29 Principles of Layout / Ch. 4+9	30	31	

JUNE

	SUN	MON	TUES	WED	THURS	FRI	SAT	
							1	
Week 4		3 Typography / Ch. 7	4 <i>Typography critique due</i>	5 Typography	6	7 <i>Typography technique due</i>	8	
Week 5		10 Data Visualization / Ch. 10	11 <i>Data visualization critique due</i>	12 Data Visualization	13	14 <i>Data visualization technique due</i>	15	
Week 6		17 TBA	18	19 Print Projects DUE	20	21	22	
Week 7		24	25	26	27	28	29	
		— SUMMER BREAK —						

July 

	SUN	MON	TUES	WED	THURS	FRI	SAT
Week 8		1 Photography	2 <i>Photography critique due</i>	3 Photography	4	5	6
Week 9		8 No class	9	10 Photography	11	12 <i>Photography technique due</i>	13
Week 10		15 Videography / Ch. 11	16 <i>Videography critique due</i>	17 Videography	18	19 <i>Videography technique due</i>	20
Week 11		22 Videography / Ch. 12	23	24 TBA	25	26	27
Week 12		29	30	31			

AUGUST



	SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2	3
Week 13		5 TBA	6	7 Digital Projects DUE	8	9	10

** This is a tentative outline of our course calendar. Things may change along the way. Additional readings and online tutorials will be assigned.*