

Fall 2013 | 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

Go29 Weimer

*Office Hours: Wednesdays from
11 a.m. - 12:30 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, Illustrator at an intermediate level.
- » Understand foundational design principles and be able to apply them to create a variety of creative work.
- » Be able to critique design in an informed, educated manner.

YOU WILL NEED...

- » Access to Lynda.com (free for UF students)
- » A MacBook Pro with the Adobe Creative Suite (we will use Photoshop, InDesign and Illustrator)
- » Ruler, Markers, Pencils, Sketchbook
- » An Instagram (or Twitter) account
- » A Wordpress blog
- » 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 jump drive

ASSIGNMENTS + GRADING SCALE

PROJECTS 40%

Over the course of the semester, you will complete six major design projects. 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 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.

EXAMS 20%

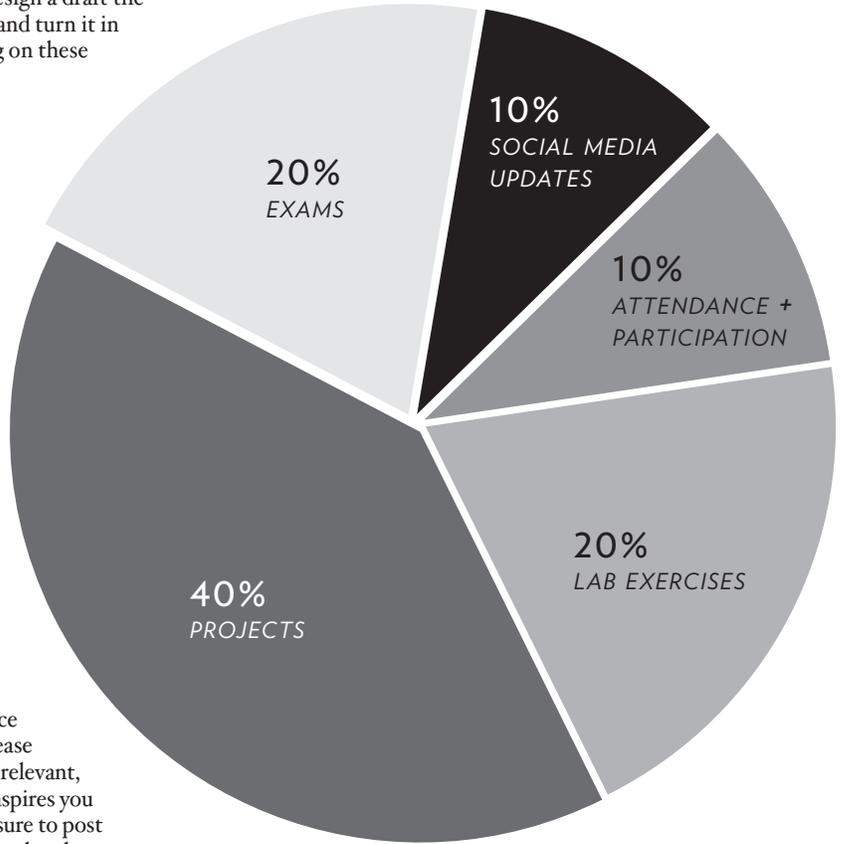
There will be a mid-term exam and a final exam. The format of the exams will include multiple-choice questions, short-answer questions, and brief essay questions.

SOCIAL MEDIA UPDATES 10%

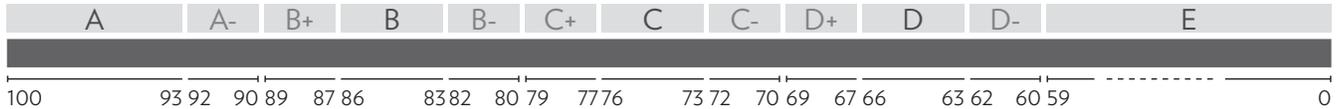
Social media plays a big role in the day-to-day life of today's up-and-coming journalists. This class includes a component designed to help you gain some experience integrating social media with your professional life. Please use Instagram or Twitter to post a thought-provoking, relevant, appropriate, **original** photograph of something that inspires you as a designer at least three hours before each class. Be sure to post from your professional account, and use #jou3411 to tag the photos.

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. If you are late twice, I will count it as an absence.



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 two absences 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 class, you should ask a classmate for notes. Deadlines are critical for journalists. You are expected to submit all assignments on time. Late work will not be accepted, nor will make-up opportunities be given for projects or exams. I will consider making exceptions for documented extreme circumstances, however, and so should you should discuss them with me. Requirements for class attendance and make-up exams, 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. However, 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. 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, ruler, pencil and markers 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. 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.

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
			21	22	23	24
	26 History of Design	27	28	29	30	31

SEPTEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
	2 NO CLASS LABOR DAY	3	4	5	6	7
	9 Typography / Field Trip	10	11	12	13	14
	16 Principles of Design	17	18	19	20	21
	23 Design by Decade 	24	25	26	27	28
	30 Color					

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

OCTOBER

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
	7 Screen Printing / Field Trip 	8	9	10	11	12
	14 MIDTERM EXAM	15	16	17	18	19
	21 Working with Clients 	22	23	24	25	26
	28 Ethical Design	29	30	31		

NOVEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
	4 Offset Printing / Field Trip 	5	6	7	8 HOMECOMING	9
	11 NO CLASS VETERANS DAY	12	13	14	15	16
	18 Digital Design 	19	20	21	22	23
	25 Exam Review / Wrap-Up	26	27	28	29	30
						

DECEMBER

SUN	MON	TUES	WED	THURS	FRI	SAT
	2 FINAL EXAM 	3	4	5 ————— READING DAYS —————	6	7
	9	10	11	12	13	14
	16	17	18	19	20	21
	23	24	25	26	27	28
	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/>

- » U Matter We Care, a resource for UF students:
<http://www.umatter.ufl.edu>
 - » Wordpress:
<https://wordpress.com>

- » Kuler, a color-palette generator by Adobe:
<https://kuler.adobe.com>