Visual Media
JOUR 3900-501
Spring 2014
M/W 1-3:15 p.m.
Varnell-Jones 205

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COURSE REQUIREMENTS

COURSE DESCRIPTION:
Introduction to design software of Adobe Photoshop and InDesign; application of fundamental design principles and visual journalism principles; development of publication projects.

CLASS INSTRUCTION:
This course is designed to stock the toolbox of a talented graphic designer. Students will learn techniques and the principles behind them to execute designs for work in the creative industry. Further, students will build a portfolio of work to show potential employers. Some sessions will require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion, and assignment/lab time.

Students are required to complete multiple design activities and design projects throughout the semester, as well as a final project. The design activities reinforce principles of the software and teach techniques for creative work. The design projects allow students to work creatively for various applications of graphic design skills. The final project should invoke all skills learned in the course.

TEXTBOOKS:
Required:
* Adobe InDesign CS5 on Demand by Steve Johnson (2012). Perspection, Inc.
* Adobe Photoshop CS5 on Demand by Steve Johnson (2012). Perspection, Inc.
        *The Non-Designer Design Book by Robin Williams (2008) Third Edition. Peachpit.

REQUIRED SOFTWARE:
The necessary programs for the class are available in our classroom, the Mac lab, Varnell-Jones 205. You can also purchase the Adobe Creative Suite (CS) from Adobe.com or obtain a subscription to the programs in the Cloud. The versions are referred to as Adobe Creative Cloud (CC).

OTHER REQUIREMENTS:
One Flash Drive (At least 2GB capacity)

GRADING:
A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = Below 60
Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

Grade Distribution:

Assignment	No.	Points	Total
Design activities	10	15	150
Design projects	5	100	500
Teaching tip	1	100	100
Final project	1	250	250
Total			1000

ATTENDANCE & CLASS CONDUCT:
Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course.

Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy.

Attendance will be determined by signing the daily sign-in sheet for the course.

Mobile and electronic devices:
The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Phones should never be out during testing or quizzing. This will result in a zero.

DIVERSITY:
Students will be required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Visual communications created in this course, and in the field, reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY
Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet.

DEADLINES & PREPARATION:
Visual Media is a practical, hands-on course that teaches you to think, write and design as professionals. Consequently, regular attendance is vital. **When you miss a lab/class assignment/activity or test, you cannot make up the work regardless of the reason.** Please do not email the instructor to ask what work was covered during your absence. Instead, check with a classmate.

Meeting deadlines is essential for media professionals. In other words, deadlines are firm. Late work will not be accepted, except for medical emergencies with verification.

Coming to class well-prepared is equally important. This means reading the assigned chapters in the textbook and any additional readings.

COMPUTER USAGE:
Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Suite, particularly Adobe InDesign and Adobe Photoshop. Extensive instruction about how to use these programs will be offered in this course.

WRITING STYLE:
While this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

Assignment format
> All assignments are to be submitted electronically by email to tmcliff@memphis.edu.

In the email, students must include the following items:
1. The original Adobe CS document (InDesign, Photoshop, etc.)
2. Any links associated with the CS document (Images, Fonts, etc.)
3. A PDF of the document.
4. A 150-word description of the work and artist's statement. (Projects only).

Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.

All projects (except the final) that were submitted on or before deadline can be resubmitted with corrections and revisions one week after it is returned to you.

Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

Additionally, students are required to present a design tip to the class once in the semester. The student should prepare a 5-minute presentation/skills session to teach the tip and should make a handout (10 copies) for the class explaining how to execute the tip. Tips must be approved by the instructor prior to the presentation.

Class	Content	Due	Readings
Wed. Jan. 15	Introduction. Review programs. Using the Mac.		
Mon. Jan. 20	NO CLASS- MLK Holiday		
Wed. Jan. 22	InDesign Toolbox. Typography. Text frames.		Williams 2-6, InDesign 1, 4
Mon. Jan. 27	Elements of design.		
Wed. Jan. 29	Elements of design.	DA 1	Williams 9-11, InDesign 2
Mon. Feb. 3	Student 1. Pen tool. Shapes. Lines. Advertising.		Williams 8, InDesign 6, 8-9
Wed. Feb. 5	Student 2. Color. Color tools.	DA 2	Williams 7, InDesign 7
Mon. Feb. 10	Student 3. Templates. Libraries. Style sheets		InDesign 11
Wed. Feb. 12	Student 4. Brochure Design	DP1	
Mon. Feb. 17	Student 5. Photoshop tools. Metadata. Selections.		Photoshop 1-2, 4
Wed. Feb. 19	Student 6. Type. Type Effects. Color changes.	DA 3	Photoshop 8, 13
Mon. Feb. 24	Student 7. Color correction. Red eye.	DA 4	
Wed. Feb. 26	Student 8. Layers. Effects.	DP 2	Photoshop 5-7, 12
Mon. March 3	Student 9. Booklet design. Using images.	DA 5	
Wed. March 5	Student 10. Creativity in Photoshop. PPT slides.		Photoshop 9
Mon. March 10	Spring Break (No Class)		
Wed. March 12	Booklet design. Corporate communication.	DA 6	
Mon. March 17	Student 11. Commercial printing.		InDesign 17
Wed. March 19	Student 12. Design for social media.	DP 3	
Mon. March 24	Student 13. Logos. Branding.	DA 7	
Wed. March 26	Student 14. Corporate identity.		
Mon. March 31	Student 15. Pen tool. Lines.	DP 4	
Wed. April 2	Student 16. Effects. Live Trace.	DA 8	
Mon. April 7	Student 17. Infographics.		
Wed. April 9	Student 18. Illustration tools.	DA 9	

Mon. April 14	Freelance work.	DA 10	
Wed. April 16	Acrobat. PDFs.		InDesign 16
Mon. April 21	Work Day		
Wed. April 23	Work Day	DP 5	
Mon. April 28	Work Day		
Wed. April 30	Work Day		
TBA	Final presentations	Final	

ASSESMENT
ASSESSMENT PROFESSIONAL VALUES AND COMPETENCIES FOR 3900:
•Demonstrate an understanding of role of professionals and institutions in shaping visual communications
•Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication.
•Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
•Understanding concepts and apply theories in the use and presentation of images and information.
•Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
•Think critically, creatively and independently
•Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
•Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness.
•Apply basic numerical and statistical concepts.
•Apply tools and technologies appropriate for the communication professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:
Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):
•Acquire a technical awareness of the computer as a tool in design through class assignments, lectures and demonstrations.
•Establish a working knowledge of the visual communication.
•Understand the basic principles of layout, design and typography.
•Integrate photos, graphics and text into layout.
•Become familiar with state-of-the-art developments in technology and the use of contemporary software for the design and production of specific editorial, print and collateral material.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):
•Create a Photoshop project using complex masking and layer masking, path tools of Photoshop.
•Create a postcard project learning the integration of graphics and text using Photoshop and InDesign.
•Create an ad using Photoshop and InDesign
•Create a C-fold brochure project using Photoshop and InDesign.
•Create a four-page publication such as newsletters or magazines.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET IN 3900:
The class is designed to equip students with knowledge necessary to design and produce publications

Awareness
•Becoming aware of visual journalism development and ethics of visual journalism

Understanding
        •Understanding the process of design including the target audience, principles of design and standards of production.
Application
        •Creation of at least five projects, to include an ad, a brochure, a postcard, a Photoshop project, and a four-page publication.
        •To show proficiency in Photoshop and InDesign.

PROFESSIONAL VALUES AND COMPETENCIES FOR THE JOURNALISM PROGRAM:
The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to
        •Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
        •Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
        •Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
        •Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
        •Understand concepts and apply theories in the use and presentation of images and information;
        •Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
        •Think critically, creatively and independently;
        •Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
        •Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
        •Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
        •Apply basic numerical and statistical concepts;
        •Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR THE JOURNALISM PROGRAM:
The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:
        •Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
        •Understanding: assimilation and comprehension of information, concepts, theories and ideas.
        •Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

<center>**DEPARTMENT POLICIES**</center>

EMAIL:
You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the http://iam.memphis.edu website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:
You must turn them off during class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:
In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:
You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.