Visual Media
JOUR 3900-001
Fall 2014
MW 9:10 a.m. to 11:25 p.m.
Meeman 202

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COURSE REQUIRMENTS

COURSE DESCRIPTION:

Introduction to design software of Adobe Photoshop and InDesign; application of fundamental design principles and visual journalism principles; development of publication projects to add to your professional portfolio.

CLASSROOM FORMAT:

This will be a professional-style and reading intensive course. The class will consist of both lecture and laboratory time to be determined by the instructor. Lectures will be in the form of discussion and critique, and participation is an important consideration in final grades. Please note that failure to attend class or to actively take part – even if all your assignments are turned in on time and done acceptably - could affect your final grade by as much as a full letter.

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:
* Golombisky, K. & Hagen, R. (2013). White Space Is Not Your Enemy (2nd ed.). Waltham, MA: Focal Press.

REQUIRED SOFTWARE:

* Adobe Photoshop CC
* Adobe InDesign CC
* Adobe Illustrator CC
 Note: You may purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

OTHER REQUIREMENTS:

* One Flash Drive (At least 2GB capacity)
* Students are required to purchase a class package from Lynda.com for tutorials for InDesign, Photoshop, and Illustrator.

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 used 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:
1. Attendance and Participation: 10 percent
2. Exams: 10 percent
3. Teaching Tip: 5 percent
4. Design Activities: 10 percent
5. Design Projects: 35 percent
6. Final Project: 20 percent
7. Portfolio: 10 percent

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. Excessive text messaging will not be tolerated.

DEADLINES:
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and mass communications. **Assignments turned in late will NOT be graded.** If you get into trouble, talk to me. Exceptions will be made for reasonable circumstances if the student notifies the instructor **prior** to the due date.

AP STYLE AND GRAMMAR:
While this is primarily a design course, students will be required to write a minimal amount. All written work should follow the AP Stylebook and accepted rules of grammar and punctuation.

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.

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, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

ASSIGNMENT FORMAT:
All assignments are to be submitted electronically via the Dropbox tool in eCourseware. Students must include the following items:
1. The original Adobe CS document (Photoshop, InDesign, Illustrator).
2. Any links associated with the CS document (Images, Fonts, etc.).
3. A PDF of the document.
4. A 150-word explanation of your design choices and artist's statement. (Projects only).
5. A printed version, in color.

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) 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.

TEACHING TIP:
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 (20 copies) for the class explaining how to execute the tip. Tips must be approved by the instructor prior to the presentation.

FINAL COMMENT:
Honing design skills is a journey best undertaken as a group, with open hearts, open minds and good humor. I encourage you to speak frequently and work together with your classmates. We will critique our own work and that from outside sources in class. Criticism is an important part of the visual communication process and should never be given or received with rancor. If you want to talk about the class, come and see me and don't worry about having an appointment. My office door is open frequently. If my office hours are inconvenient for you, make a special appointment (I'm flexible). The bottom line is I'm a friend of students and like to talk to them.

TENTATIVE SCHEDULE:

Class	Content	Due	Readings
Week 1			
Mon., Aug. 25	Introduction. Review Programs.		
Wed., Aug. 27	Design Principles. What is design?		WSINYE Preface-1, 5
Week 2			
Mon., Sept. 1	Labor Day. (No Class.)		
Wed., Sept. 3	Design Research.	DA 1: Typography Poster.	WSINYE 2
Week 3			
Mon., Sept. 8	Typography.		WSINYE 7
Wed., Sept. 10	Using color. Color tools.	DA 2: Tools Guide.	WSINYE 8
Week 4			
Mon., Sept. 15	Layout I.		WSINYE 6
Wed., Sept. 17	Layout II. Resume Design.		WSINYE 3-4
Week 5			
Mon., Sept. 22	Brochures. Printing.	DP 1: Resume.	WSINYE 14
Wed., Sept. 24	Poster Design.		
Week 6			
Mon., Sept. 29	Newspapers. Newsletter.		WSINYE 9
Wed., Oct. 1	Branding. Corporate Communication.		
Week 7			
Mon., Oct. 6	Alternative Story Forms.	DP 2: Posters.	
Wed., Oct. 8	Midterm.		
Week 8			
Mon., Oct. 13	Fall Break (No Class)		
Wed., Oct. 15	Photo metadata. Selections. Sizing. Saving for different media.	DP 3: Self Promo.	

Week 9			
Mon., Oct. 20	Layers. Effects.		
Wed., Oct. 22	Photoshop type. Type effects.		
Week 10			
Mon., Oct. 27	Color correction. Toning.		
Wed., Oct. 29	Social Media Design.		
Week 11			
Mon., Nov. 3	Work Day.		
Wed., Nov. 5	Work Day.		
Week 12			
Mon., Nov. 10	Pen tool.	DP 4: Social Media.	
Wed., Nov. 12	Live trace. Effects. Illustration.		
Week 13			
Mon., Nov. 17	Infographics.		WSINYE 10
Wed., Nov. 19	Acrobat. PDFs.		
Week 14			
Mon., Nov. 24	Freelance Work.		
Wed., Nov. 26	Work Day.		
Week 15			
Mon., Dec. 1	Work Day.	Portfolio Draft.	
Wed., Dec. 3	Portfolio Presentation.		
Fri., Dec. 5	Final Project DUE at 10:30 a.m.		

NOTE: Schedule and syllabus are subject to change based on the needs of this class and at the professor's discretion.

ASSESSMENT
PROFESSIONAL VALUES AND COMPETENCIES FOR 3900:
- Demonstrate an understanding of role of professionals and institution 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.

DEPARTMENT POLICIES

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.

CELL PHONES AND LAPTOPS:
No cellphones or laptops are permitted in class. You will be asked to leave if either is used 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.

Further, as this is a graphics class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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 me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.