Information Design
JRSM 7510-001, M50
Fall 2018
Meeman 212
W 5:50-8:30 p.m.

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COURSE REQUIREMENTS

COURSE DESCRIPTION:
Use of visual communication skills to present qualitative and quantitative data. Emphasis on effective communication, user experience and multimedia presentation.

PREREQUISITE:
Graduate status.

CLASS INSTRUCTION:
This course is designed to advance the understanding of visual presentation of quantitative and qualitative data. Students will learn about graphs, alternative story forms, infographics, maps, timelines, and charts as they relate to the goals of journalism and mass communication. 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.

TEXTBOOK:
Cairo, A. (2012). *The functional art: An introduction to information graphics and visualization*. Berkeley, CA: New Riders.

REQUIRED SOFTWARE:
Adobe Photoshop CC, Adobe InDesign CC, Adobe Illustrator CC, Microsoft Excel, SPSS, Tableau, multiple online tools
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)

HYBRID CLASSROOM FORMAT
- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class, with students on campus and also online synchronously, operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately $20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.
- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night's topic. 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 — will significantly affect your final grade.

CLASS INSTRUCTION:
This course is designed explore the fundamental theories of visual media, as well as the tools for their use in practice. Students will learn advanced techniques and the principles behind them to execute ideas for work in the creative industry. Further, students will build a portfolio of work. A typical class session will consist of a lecture, discussion, and assignment/lab time.

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.
Plusses and minuses will be given.

Grade Distribution:

Assignment	Percent of grade
Discussion leadership	15%
Final Project	15%
Data activities	20% (2% for colloquium)
Data projects	40%
Portfolio	10%

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

ADDITIONAL ASSIGNMENT:

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Dates for the colloquia are: Friday, Sept. 22, Friday, Oct. 20 and Friday, Nov. 17. All are from noon to 1 p.m. in Meeman 202, except for the one in September, which will be at 12:45 p.m., cosponsored with the Department of History, and held in Mitchell Hall, Room 200. Those who cannot attend will receive instructions about remote viewing from your instructor.

Students enrolled in more than one course (JOUR 7000, 7015, 7050 and 7100, and 7330) may write multiple reflections of one research presentation as long as the topic is customized to the individual class. For example, for JOUR 7050, a student should reflect on theories, while for 7330, a student should reflect on the use of social media.

WRITING STYLE:

Although 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 creative assignments are to be submitted electronically by eCourseware.
Students must include the following:
1. The original Adobe CC document (InDesign, Illustrator, etc.)
2. Any links associated with the CC 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. 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.

INTELLECTUAL PROPERTY

1. Ideas cannot by copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is "substantially similar" to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be "substantially original" to you. In other words, you can't just paste in something from another's work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is "substantially original" to you.

Plagiarism: From UM Student Handbook: The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will be deducted a letter grade for each day late. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to or on the due date.

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 Cloud, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator.

WRITING STYLE:

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ASSIGNMENT FORMAT:

All assignments are to be submitted electronically via eCourseware.

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 major 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.

ASSIGNMENTS:
This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on eCourseware. Deadlines are also listed in the Class Schedule. All work should be turned in via Dropbox in eCourseware unless otherwise noted. All work is due at the start of class, 11:59 p.m. CT on the Friday of the week assigned, unless otherwise noted.

DISCUSSANT (Once each per semester), 15 percent
Each student is will take the lead on a discussion for class one week; similarly, each student will, for one week, respond to the discussion leader. Students will sign up for their weeks in advance. The discussant will write a two-page essay discussing the week's readings and turn it in to the professor on Saturday before class. Then, the respondent will write a two-page response to the discussant's essay. Both essays will be distributed to the entire class on Monday, and students will read both in addition to the week's readings. During the class session, the discussant and respondent will take the lead in the classroom seminar.

VISUAL ACTIVITIES (Various deadlines), 20 percent
Assignments meant to reinforce various visual skills. Participation in JRSM Colloquium events will be calculated into activities.

VISUAL PROJECTS (Various deadlines), 40 percent
Assignments meant to show creativity.

FINAL PROJECT (Various deadlines), 40 percent
Extensive data project showing creativity and technical skill.

PORTFOLIO (December 5), 10 percent
All Department of Journalism and Strategic Media students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. Your final portfolio will be graded on these measures.

REPETITION OF COURSES AND COURSEWORK:
Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

SCHEDULE

Week 1: August 27-31
Overview of data visualization. Infographics, maps, charts, and Big Data. Why visualize data?
Read: Cairo 1, Online articles.
Homework: DA 1.

Week 2: September 3-7
Software for data visualization. Illustrator, Excel, SPSS, Tableau, Google Charts, eSpatial. Classic alternative story forms. Text graphics. Parts of an infographic. Controlling type, tone and color. Layering information/visual hierarchy.
Read: Online articles.
Homework: DA 2.

Week 3: September 10-14
Forms and functions. Visualization as a technology. Art and Communications.
Read: Cairo 2-3, Online articles.
Homework: DA 3, DP 1.

Week 4: September 17-21
Statistics that matter. Central tendency. Significance. Change over time.
Read: Online articles.
Homework: DA 4.

Week 5: September 24-28
The complexity challenge: Presentation and Exploration.
Read: Cairo 4, Online articles.
Homework: DA 5, DP 2.

Week 6: October 1-5
The Eye and the Visual Brain. Visualizing for the Mind. Images in the Head.
Read: Cairo 5-7, Online articles.
Homework: DA 6.

Week 7: October 8-12
Creating infographics. Interactive graphics.
Read: Cairo 8-9, Online articles.
Homework: DA 7, DP 3.

Week 8: October 15-19
Mapping. Maps in Tableau. Maps in Illustrator.
Read: Online articles.
Homework: DA 8.

Week 9: October 22-16
Social network analysis.
Read: Online articles.
Homework: DA 9, DP 4.

Week 10: October 29-November 2
Graphics for social media.
Read: Online articles.
Homework: DA 10.

Week 11: November 5-9
Data mining. Work time.
Read: Online articles.
Homework: DP 5.

Week 12: November 12-16
Work time.

Week 13: November 19-23
No class

Week 14: November 26-30
Final project review.

Week 15: December 3-5
Final presentations.

NOTE: Schedule and syllabus are subject to change based on the needs of this class.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:
All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

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.

MOBILE PHONES AND LAPTOPS:
Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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 journalism/mass communication 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.

DEADLINES:
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:
All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

DIVERSITY:
Students are 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. Mass communications 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. However, students will still be responsible for that day's work.