Visual Media

JRSM 3900-M50

Summer 2020

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COURSE REQUIREMENTS

Catalog description

Introduction to and application of principles of visual communication, including typography, color and organization for print and digital media using Adobe Creative Cloud. One lecture hour, four laboratory hours per week.

Prerequisites

None

Textbooks

Golombisky, K. & Hagen, R. (2017). *White Space Is Not Your Enemy (3rd ed.)*. Waltham, MA: Focal Press. ISBN-13: 978-1138804647.

Software

Adobe Illustrator CC
Adobe InDesign CC
Adobe Photoshop CC
Note: Students can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com. Students can also access software in classroom computer labs, at the University Center Tech Hub on the UofM campus, and at citrix.memphis.edu.

Other requirements

One Flash Drive (At least 8GB capacity) or access to external storage.
Note: University computers are regularly erased, and lost files cannot be recovered. Saving files on university computers is not permitted.

Classroom format

This course is designed to stock the toolbox of a creative media professional. 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. A typical class session will consist of a lecture, discussion, and assignment/lab time.

But the online session needs students to **learn** the class materials posted on eCourseware, which typically includes **self-paced online tutorials**, **Powerpoint presentations**, and **other online resources**. Discussion will be in the format of making comments online. Assignment instructions are posted on eCourseware and

students will have to follow instructions and submit work on time. **Further, the online PowerPoint slides should be downloaded and read in Presenter View to read the notes that accompany the slides for the lecture.**

Students are required to complete multiple design activities and design projects throughout the semester, as well as a final portfolio. 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.

Accessing the course website
1. Go to the University of Memphis home page: http://www.memphis.edu
2. Click on the "MyMemphis" link at the bottom of the left column menu.
3. Log in using your University of Memphis username and password.
4. Click on the "eCampus Resources" tab.
5. In the center column of the page, click on the blue UofM eCourseware link
6. Down on that page, in the Summer 2020 course list available to you, click on the link for JRSM 3900 - M50 to enter your course and read the instructions on the welcoming page

Grading

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. NOTE: Plusses and minuses may be given.

Grade Distribution:

Assignment	Number	Percent of grade
Design activities	10	10%
Design projects	5	50%
Quizzes	12	20%
Resume & portfolio	1	20%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

Computer usage
Students are expected to use a computer in this course. Students will use Apple computers 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 Illustrator, Adobe InDesign and Adobe Photoshop. Extensive instruction about how to use these programs will be offered in this course.

Special Note for online class students. If you are good with computing, you may be able to rely on the University of Memphis Citrix StoreFront to access the Adobe Creative Cloud for free: https://citrix.memphis.edu/vpn/index.html. But Citrix StoreFront access can be unstable depending on your internet connection and the traffic to the store. Also, relying on the Citrix StoreFront has one condition: you must be competent with computing and you know how to download Citrix Receiver and work with Citric Receiver. Citrix Receiver is a suite of products that allow client devices to connect to various desktop virtualization services offered by Citrix.

Disclaimer: The professor of the class is not responsible for your access problem and can't offer technical support to trouble shoot problems with Citrix Receiver if your access problem happens. As a University of Memphis student, you are entitled to the IT helpdesk to ask for help. But remember the help cannot be instant and may take time to get your problem solved. There are two ways to access University of Memphis IT helpdesk: call 901-678-8888 or log in to the website: umhelpdesk.memphis.edu to place a ticket.

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 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 for the assignment, will receive a grade of 0.
- All homework and quizzes are due at 11:59 p.m Friday of the week they are assigned. Late work is not accepted.
- Design projects may not use templates, model any existing design or use any photos the students did not shoot. Doing so is grounds for failure of the assignment. Repeated offenses will result in failure of the course, academic suspension and/or academic dismissal.
- All design projects must be printed and turned in the day of class unless noted otherwise.
- 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

DA1: Measurements, tools, bullets, indents
DA2: Type and colors
DA3: Page design
DA4: Photo Sizing/Toning
DA5: Logo design
DA6: Animated Gif
DA7: Chart
DA8: Pen sketch
DA9: Magazine cover
DA10: 30-second video

DP1: Movie or music poster
DP2: Photo Essay
DP3: Flyer/Ads
DP4: Infographic
DP5: Social media project
DP6: 12-page Magazine (16 pages for honors credit)

Portfolio: Website, personal logo, resume, business card

All Department of Journalism and Strategic Media undergraduate 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. However, JRSM 3900 is a key point in the portfolio process. Students must create their portfolios and include several items from this course: 1. The personal branding developed in 3900, including logos, colors and type styles; 2. The résumé developed in 3900 as an HTML document and downloadable PDF; and 3. Design work samples created in the course, which have been revised from their original submissions. Final portfolios will be graded on these measures.

Honors
Any student who would like to contract this course for honors credit must speak with the instructor before the honors deadline to complete the needed paperwork. Students contracting the course will produce a 16-page magazine for DP 5 instead of a 12-page.

COURSE SCHEDULE
Week 1, June 1-7: Introduction; Design foundations.
Using the Mac. Using the Creative Cloud software. Basics of visual communication. Mini art school. Design research. Toolbox for InDesign, Photoshop, Illustrator. Measurements.
Readings: WSINYE Preface, 1-2, 5.
Homework: Quizzes 1 & 2, DA 1.

Week 2, June 8-14: Type and color; Photography
Typography and CC type tools. Color and Pantone system. Setting type. Three pillars of digital photography. Rule of thirds. Videography. Lighting. Metadata. Selections. Sizing. Saving for multiple media. Color correction. Toning.
Readings: WSINYE 7-8.
Homework: Quizzes 3 & 4, DA 2 & 3, DP 1.

Week 3, June 15-21: Layout
Page layout. Modular design for newspapers/newsletters. Brochure design. Dominant art. Page flow.
Readings: WSINYE 3-4, 6.
Homework: Quiz 5, DA 4, DP 2.

Week 4, June 22-28: Branding and advertising.
Branding. Logos. Multiplatform applications of branding. Ad design.
Readings: WSINYE 9, 14.
Homework: Quiz 6, DA 5.

Week 5, June 29-July 5: Personal branding and Websites. University Break July 4-7.
Personal branding. Résumés. Business cards. Colors and type for the Web. Design trends.
Interactivity. Set up of online portfolio sites.
Readings: WSINYE 13.
Homework: Quiz 7, DP 3. Portfolio site, Résumé, Business card.

Week 6, July 6-12: Data visualization. Social Media.
Alternative story forms. Data visualization. Infographics. Design for social media.
Readings: WSINYE 10, 12.
Homework: Quizzes 8 & 9, DA 6 & 7, DP 4.

Week 7, July 13-19: Photo editing tools. Vector graphics.
Effects. Layers. Masking. Removing blemishes. Changing colors. Blending effects. Pen tool/ Live
trace. Effects. Spray tool.
Homework: Quizzes 10 & 11, DA 8 & 9, DP 5.

*Week 8, July 20-26: **Video basics.***
Lighting. Sound. Shooting video. Composition.
Readings: WSINYE 11.
Homework: Quiz 12, DA 10.

Week 9, July 27-August 2: Work week.
Homework: DP 6.

Week 10, August 3-6: Portfolios.
Homework: Portfolio website.

ASSESSMENT

Five Pillars in JRSM 3900
- *Professionalism:* Students learn the professional standards and routines of the creative media industry by discussing and preparing design briefs, using the commercial printing process, and learning industry vocabulary. Finally, students design a professional brand for themselves, including a résumé and business card.
- *Writing:* Students develop writing skills related to headlines, cutlines, copy editing, display copy, and graphics. In addition, students write a design brief and artist statements for creative work.
- *Multimedia:* Students prepare designed media for print, web, and digital applications.
- *Critical Thinking:* Students must demonstrate an understanding of the audience that will consume creative work, and explain this connection in artist statements.
- *Media Literacy:* Students learn the vocabulary and tools of media production. Students learn how media is researched, planned, and created visually through multiple creative projects.

Professional values and competencies for JRSM 3900
- Demonstrate an understanding of 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 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 current tools and technologies appropriate for the communication professions in which they work, and to understand the digital world

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 theories and practices of visual communication and how they can be uses to reach a range of diverse target audiences.
- Understand the basic principles of layout, design and typography.
- Familiarity 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)
- Ability to tone and edit photographs for print and digital production.
- Ability design for print and digital media.
- Demonstrate multiple techniques for styling typography.
- Ability to integrate photos, graphics and text into layout.

How assessment of student learning will be met

Awareness
- Becoming aware of visual communications development and ethics of visual communications.

Understanding
- Process of design including the target audience, principles of design and standards of production.

Application
- Creation of at least five projects, to include an advertisement, personal branding, a social media project, and a multi-page publication; to show proficiency in the Adobe Creative Cloud, specifically InDesign, Photoshop, and Illustrator.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition
Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Academic integrity
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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

ONLINE SETEs
Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES
All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students 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. Media 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.

STUDENT SUPPORT

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.