

Visual Journalism  
JOUR 3900-003  
Fall 2011  
2:20-4:35 MW  
202 Meeman Journalism Bldg.

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## **COURSE-SPECIFIC REQUIREMENTS**

### **COURSE DESCRIPTION:**

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

### **PROFESSIONAL VALUES AND COMPETENCIES:**

- 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 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.

### **TEXTBOOKS:**

- *The Non-Designer's Design Book* by Robin Williams (2008), Third Edition. Published by Peachpit.
- InDesign CS5 on Demand
- Photoshop CS5 on Demand

### **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 the 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.

**COURSE REQUIREMENTS:**

1. One Flash Drive (also called Thumb Drive or Jump Drive) (At least 2GB capacity)

**GRADING:**

Grades will be based on:

- **Participation and attendance – 15 percent;** You are allowed two absences no questions asked; you will be docked for each additional absence. These two absences are for normal illnesses, work, athletic events or whatever you choose to use them for. **You are responsible for finding out from your classmates what happened in class, and exams or in-class assignments cannot be made up.** If you expect child care or job issues, please make backup plans that will allow you to continue your education.
- **Skills assessment - 15 percent.** Subjective assessment of skill level during the use of various software.
- **Term paper - 10 percent.** Submit through eCourseware. Details of assignment in syllabus. Any instance of plagiarism will result in an automatic failure of this course. Put quotation marks around quotes. In addition, document, cite and reference all information.
- Late work will not be accepted.
- **Final project - 30 percent.** Your project must be worked on during class time (and any additional lab time you find). The Helmsman office is NOT the classroom lab. Projects that are primarily completed outside class time will not be accepted. Late work will not

be accepted.

- **Exams - 30 percent** (15 percent each); All exams are on eCourseware, in a short answer, short essay, and multiple choice format. When the first person finishes an exam, no one else coming in late can take that exam. **Note: There is no final exam for this course.**

0-59 F  
60-69 D  
70-72 C-  
73-78 C  
79 C+  
80-82 B-  
83-88 B  
89 B+  
90-92 A-  
93-99 A  
100 A+

#### **MISCELLANY:**

- Getting behind on software is not pretty. For your own benefit, please be in class.
- Class projects must be completed primarily during class time. Enough time will be allotted. The Helmsman is not the classroom.
- If you must miss class, please get notes from a classmate.
- Texting and surfing the web for non-course-related purposes are unacceptable.
- Keep phones on vibrate or off and take important calls in the hall.
- Late work cannot be accepted.
- Do not be late for exams; when one person leaves the room, another person cannot enter to start an exam. Exams can be taken only in the classroom.
- Exams are thorough. Read the assignments. Keep detailed notes on the lectures.
- If you need to contact me, please feel free to text me. That's the best way to reach me. If there is an emergency, call.

#### **TENTATIVE SCHEDULE:**

Monday, August 29, 2011	:	Theory
Wednesday, August 31, 2011	:	Theory, first third Williams due
Monday, September 05, 2011	:	<b>holiday</b>
Wednesday, September 07, 2011	:	Theory, second third Williams due
Monday, September 12, 2011	:	Theory, final third Williams due
Wednesday, September 14, 2011	:	Theory
Monday, September 19, 2011	:	Theory
Wednesday, September 21, 2011	:	Theory
Monday, September 26, 2011	:	Acrobat
Wednesday, September 28, 2011	:	Photoshop
Monday, October 03, 2011	:	Exam 1
Wednesday, October 05, 2011	:	Photoshop
Monday, October 10, 2011	:	Photoshop
Wednesday, October 12, 2011	:	Photoshop
Monday, October 17, 2011	:	<b>holiday</b>
Wednesday, October 19, 2011	:	Photoshop
Monday, October 24, 2011	:	InDesign
Wednesday, October 26, 2011	:	InDesign

Monday, October 31, 2011	:	InDesign
Wednesday, November 02, 2011	:	InDesign
Monday, November 07, 2011	:	InDesign
Wednesday, November 09, 2011	:	Exam 2
Monday, November 14, 2011	:	Final project
Wednesday, November 16, 2011	:	Final project
Monday, November 21, 2011	:	Final project
Wednesday, November 23, 2011	:	term paper due in eCourseware
Monday, November 28, 2011	:	Final project
Wednesday, November 30, 2011	:	Final project
Monday, December 05, 2011	:	Final project
Wednesday, December 07, 2011	:	Final project due beginning of class

### **3900 TERM PAPER REQUIREMENTS**

- Four pages (three and half to four and a half), plus title page, plus references page
- Three to six references
- References, not Works Cited
- Use in text citations (Smith, 2008)
- APA style
- Double spaced
- Times New Roman (not Arial, etc.)
- 12 point type (no bold)
- One-inch margins top, bottom, left, right
- NO first or second person; no I, me, my, we, our, you, your, etc.
- Fully sourced and cited
- Standard academic paper form – introduction with thesis, body paragraphs, conclusion
- A thesis should be the last sentence of the first paragraph. It should include the main point you would like to make.
- Direct quotations should not exceed 10 percent of the paper.
- All information should be based on sources, and all information that is based on sources should be cited; in other words, some 75 percent or more of the sentences should have a cite.
- Choose any topic related to course material (color, typography, design, printing, trends), but it run it by me first
- Submit electronically as Word document (not Works, not WordPerfect) through DropBox by deadline
- **Late work will not be accepted**

### **3900 FINAL PROJECT REQUIREMENTS**

1. Four-page newsletter, 8 ½ x 11, on the topic of your choice. It must be created primarily in InDesign, using class time and whatever additional time you need of available lab hours. (There's usually a sign on the bulletin board next to the door with hours, which typically are all weekend hours.) The vast majority of class time on dates marked "final project" will be dedicated to this project.

2. A minimum of one photo or graphic on each page; art must take up at least 40 percent (headlines count toward this) of each page. All art and graphics must be appropriate to your topic, but cannot be used just to fill a page randomly. No photo or graphic should be distorted to fit through uneven scaling.

2a. At least one original graphic created in Illustrator or at least one photo illustration

created in Photoshop. For example, it can be a photo that is turned into art, or two or more photos that are turned into a composite, or one silhouette (a photo with the background edited out).

2b. Every photo needs a photo credit and cutline. Every photo illustration needs a credit. Every graphic needs a credit. A photo credit says something like “by John Smith,” with John Smith being a sample photographer. A cutline (also called a caption) tells a little more about the photo, like who is in it. Please don’t place either of these over a photo.

2c. While I will allow you to use Web photos (they are low quality and inappropriate for most real-life print use), realize that this is for this assignment only and WILL NOT FLY for other classes. Web photos are by and large inappropriate for any print work whatsoever. If you want to use this for a portfolio piece, you will want to use higher quality art than what is typically available on the Web. If you would like a portfolio piece, please consider using higher quality art.

2d. To make sure your final project will upload in eCourseware, your art should be no larger than 8x11 and 120 dpi. You can submit it more than once, so it’s a good idea to test it out early.

2e. For your own files and portfolio, you can create an alternate project and photos that have a higher resolution.

3. Please use real stories, either found or written, which are appropriate to your topic.

Each story must read correctly, with a beginning, middle and end. Random editing just to fit is not acceptable. Editing to fit is acceptable and encouraged for this project (though not always in real life).

3b. Every story needs a headline and byline. The headline is the story title. It’s usually large. The byline is something that says something like “by Joan Smith,” with Joan Smith being a sample author.

3c. Jabberwocky (filler copy or lorem ipsum) is unacceptable.

4. Nameplate on page one and folios on pages two through four. A folio is the date, publication name and page number on the pages after the first page. A nameplate is the big name of the publication on the front page.

5. Inset (space inside), runaround (space outside) and proper spacing (usually one pica) between elements. Neatness counts big.

6. Extreme attention to detail, including spelling and grammar. Repeating, neatness counts big.

7. A **single** PDF file with links and bookmarks that contains all four pages, uploaded to the eCourseware dropbox. To repeat, your final project will be a single PDF file (made up of your four pages), with links and bookmarks. The links could be mailto links or links to the Web for related topic matter.

8. Deadline is the beginning of the last day of class. Late work will not be accepted.

## **FINAL PROJECT STEP-BY-STEP SUGGESTIONS**

### **DAY ONE**

1. Decide the general topic for your project.

2. Make a fold-up paper dummy/rough of your project. Sketch out a plan for content of each page, including photos, graphics and text. Start working on Day Two and Day Three, if possible. Get as much done as you can, as you’ll have more time in the end to tweak your project.

### **DAY TWO**

3. Find, shoot or scan art appropriate for your project. Create whatever graphics that you need. Save your photos and graphics on your own storage device and/or the hard drive in YOUR FOLDER.

4. Find or write and edit appropriate text documents for your project. Save your Word files on your own storage device and/or the hard drive in YOUR FOLDER.

5. Decide a look/"feel" for your project. Remember your target audience -- if you envision this project going to elderly people, don't use type that's smaller than 9 points. **A normal type size would be 10.** 12 and up is for the very elderly and seeing impaired or very young readers. Set up master pages and stylesheets in InDesign for everything you want to do. For every story, you'll need a headline and byline. **A normal headline range is 24 for small stories and 60 or more for bigger stories.** Bylines are typically about 11. For every photo, you'll need a credit (typically about 8) and cutline (typically about 9 or 10). For every graphic you'll need a credit (typically about 8). At a bare minimum, you'll need stylesheets for body copy, headlines, cutlines, bylines and photo credits. You might need a stylesheet for pull quotes. You'll also need a nameplate for page one and a folio for all other pages. Save, save, and save again.

### **DAY THREE**

6. Import content and format to your styles that you set. Tweak, tweak, tweak, tweak and tweak again. Fix typos, fix lines running off of pages. Make sure your images aren't stretched. Your copy has to be real (no Jabberwocky, no Lorem Ipsum, no dummy text), and it has to have proper endings and beginnings. Make sure you've followed the principles set forth in class. Tweak some more. Save often.

### **DAY FOUR**

7. Tweak some more. Save some more. Decide that it's perfect or as perfect as you can get it before it's due. Better to get it in imperfect but turned in rather than not in at all and a zero. Save, save, and save again.

### **DAY FIVE**

8. Save (Print) your final project as a PDF document. Compile your pages. Crop where needed.
9. You'll need all email addresses and references to Websites linked using the link tool in Acrobat.
10. There also needs to be bookmarks that reference all content.

### **DAY SIX**

11. Turn in the project through eCourseware dropbox at the beginning of class. If you'd like a copy for yourself, please burn a CD or save to a jump drive.

## **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.

### **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 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.

### **EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

### **PROFESSIONAL VALUES AND COMPETENCIES:**

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:**

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.