

## Visual Media

JOUR 3900-005

Fall 2012

10:30 a.m.-12:45 p.m./TR/Meeman Jour Bldg 202

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## COURSE REQUIREMENTS

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

**PREREQUISITE:** None

### TEXTBOOKS:

*The Non-Designer's Design Book* by Robin Williams (2008), Third Edition, Peachpit.

*InDesign CS5 on Demand* by Steve Johnson, Perspection Inc.

*Photoshop CS5 on Demand* by Steve Johnson, Perspection Inc.

### CLASSROOM FORMAT:

Lecture/Lab

### GRADING:

Grades will be based on:

- **Participation, attendance, skills assessment – 25 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. In addition, a subjective assessment of skill level during the use of various software will be determined. Obviously, being in class is important for this.
- **Final project - 25 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 - 50 percent** (25 percent each). First exam is in multiple choice/matching/true-false format. Second exam is a hands-on skills test. 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+

### **TENTATIVE TIMETABLE:**

**Aug. 28:** Introduction  
**Aug. 30:** Theory (Williams, pages 1-90)  
**Sept. 4:** Theory (Williams, pages 91-142)  
**Sept. 6:** Theory (Williams, pages 143-200)  
**Sept. 11:** Theory  
**Sept. 13:** Review  
**Sept. 18:** Test I  
**Sept. 20:** Photoshop  
**Sept. 25:** Photoshop  
**Sept. 27:** Photoshop  
**Oct. 2:** Photoshop  
**Oct. 5:** InDesign  
**Oct. 9:** InDesign  
**Oct. 11:** InDesign  
**Oct. 16:** **Fall Break**  
**Oct. 18:** Review  
**Oct. 23:** Test II (skills)  
**Oct. 25:** Final projects  
**Oct. 30:** Final projects  
**Nov. 1:** Final projects  
**Nov. 6:** Final projects  
**Nov. 8:** Final projects  
**Nov. 13:** Final projects  
**Nov. 15:** Final projects  
**Nov. 20:** Finish projects  
**Nov. 22:** **Thanksgiving Holiday**  
**Nov. 27:** Show projects  
**Nov. 29:** Show projects  
**Dec. 4:** Show projects

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR J3900:**

- 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 correct grammar.
- 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 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):**

- Demonstrate competency with Photoshop and InDesign, and understanding of color, typography and design principles on a variety of tests, exercises and projects.

#### **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR J3900:**

##### **PROFESSIONAL VALUES AND COMPETENCIES FOR 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 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.

##### **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.

**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.