

Visual Media

JOUR3900-004

Fall 2012

5:30 p.m.-7:45 p.m./MW/Rm 202

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COURSE REQUIREMENTS

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

PREREQUISITE: None

TEXTBOOKS:

Required:

1. Adobe InDesign CS5 on Demand by Steve Johnson (2010). Published by Que Publishing.
2. Photoshop CS5 for Dummies by Peter Bauer (2010). Published by Wiley Publishing.
3. The Non-Designer Design Book by Robin Williams (2004) Second Edition. Published by Peachpit.

CLASSROOM FORMAT: Lecture/Lab

GRADING:

Your final grade for the course will be based on combined total of the following percentages:

- Quizzes on chapter readings and additional readings and/or homework/computer assignments. 10 percent
- Final examination 20 percent
- Midterm examination 20 points
- Attendance/participation 10 points· Design projects 20 percent
- Final Project 20 points

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

TENTATIVE TIMETABLE:**DATE SUBJECT**

Aug. 27 Introduction

Aug. 29 The Basics

Sept. 3 LABOR DAY/NO CLASS
Sept. 5 The Basics
Sept. 10 The Basics
Sept. 12 The Basics
Sept. 17 The Basics
Sept. 19 InDesign
Sept. 24 InDesign
Sept. 26 InDesign
Oct. 1 InDesign
Oct. 3 InDesign
Oct. 8 InDesign
Oct. 10 MIDTERM EXAM
Oct. 15 FALL BREAK
Oct. 17 Photoshop
Oct. 22 Photoshop
Oct. 24 Photoshop
Oct. 29 Photoshop
Oct. 31 Photoshop
Nov. 5 Photoshop
Nov. 7 Combining Photoshop & InDesign
Nov. 12 Combining Photoshop & InDesign
Nov. 14 Seminar: Layout issues
Nov. 19 Seminar: Layout issues
Nov. 21 Final Project workday
Nov. 26 Final Project workday
Nov. 28 Final Project workday
Dec. 3 Final Project workday
Dec. 5 Last Class/FINAL PROJECT DUE
Dec. 12 FINAL EXAM

* Schedule subject to change

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3900:

- 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.

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 In Design.
- Create an ad using Photoshop and In Design.
- Create a C-fold brochure project using Photoshop and InDesign.
- Create a four-page publication such as newsletters or magazines.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR VISUAL MEDIA:

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 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.