

Visual Media

JOUR3900-001

Spring 2013

MW 9:10-11:25AM

Lab 202 Meeman Journalism Building

Jin Yang

Phone: (901) 678-5148

Email: jinyang@memphis.edu

Office hours: T. Th. 2:00 to 3:00 p.m.

COURSE REQUIREMENTS**COURSE DESCRIPTION:**

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

TEXTBOOKS:

Required:

1. Adobe InDesign CS6 on Demand by Steve Johnson (2012). Published by Perspection, Inc.
2. Adobe Photoshop CS6 on Demand by Steve Johnson (2012). Published by Perspection, Inc.
3. The Non-Designer Design Book by Robin Williams (2008) Third Edition.
Published by Peachpit.

REQUIRED SOFTWARE:

4. Photoshop CS6

5. InDesign CS6

Note: You may purchase the Adobe Creative Suite 6 Design Standard (which has Photoshop CS6, InDesign CS6, Illustrator CS6 and Acrobat X Pro from the Adobe.com website at the student's discounted price of \$349.)

COURSE REQUIREMENTS:

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

GRADING:

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

3. Grade Distribution:

- a. Quizzes 10%
- b. Attendance 10 % (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, missing three without excuses will earn 4 points, missing four without excuses will earn 2 points, missing five and above will earn 0 points.)
- c. Final Exam on Design Principles 10 %
- d. Photoshop Mini-Projects 10%
- e. Photoshop Final Project 20%
- f. InDesign Mini-projects 20%
- g. InDesign Final Project 20%

OTHER ISSUES:

1. All projects are mandatory and must meet deadline. **Late work, within two days of deadline, will earn half the credit. After two days of deadline, will earn zero credit.**
2. Final Exam date: 10:00 am to 12:30 pm, May 3.

TENTATIVE TIMETABLE

(Please log in on the elearn.memphis.edu for the detailed and timely adjustments of the class timeline. Also the professor reserves the right to change the schedule based on the class circumstances.)

January 21 Welcome and Introduction of the class
January 23 Photoshop
January 28 Photoshop
January 30 Photoshop
February 4 Photoshop
February 6 Photoshop
February 8 Photoshop
February 11 Photoshop
February 13 Photoshop
February 18 Photoshop
February 20 Photoshop
February 25 Photoshop
February 27 Photoshop
March 4 Photoshop
March 6 Photoshop
March 11 Spring Break
March 13 Spring Break
March 18 InDesign
March 20 InDesign & Critique
March 25 InDesign
March 27 InDesign & Critique
April 1 InDesign
April 3 InDesign & Critique
April 8 InDesign
April 10 InDesign & Critique
April 15 InDesign
April 17 InDesign & Critique
April 22 Final Project workday
April 24 Final Project workday
April 29 Final Project workday
May 1 Final Project due day
May 3 Final Exam 10:30 a.m. to 12:30 p.m.

** Schedule subject to change*

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR 3900:

- 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.

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 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.

PROFESSIONAL VALUES AND COMPETENCIES FOR THE 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 THE 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 me 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.

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.