

**Visual Media**

JRSM 3900-001

Fall 2017

2:00pm – 4:15pm, MW

Meeman 206

Ruoxu Wang, Ph.D.

Office: Meeman 322

Office hours: Tuesday 1-4pm and by appointment

E-mail: [rwang4@memphis.edu](mailto:rwang4@memphis.edu)

**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.

**PREREQUISITE:**

None

**CLASS INSTRUCTION:**

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. Some sessions might require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion, and assignment/lab time.

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.

**TEXTBOOKS:**

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

**REQUIRED 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](http://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](http://citrix.memphis.edu).*

**OTHER REQUIREMENTS:**

One Flash Drive (At least 2GB 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.*

**GRADING:**

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

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:

| <b>Assignment</b>  | <b>Number</b> | <b>Percent of grade</b> |
|--------------------|---------------|-------------------------|
| Design activities  | 10            | 10%                     |
| Design projects    | 5             | 50%                     |
| Weekly Quizzes     | 12            | 10%                     |
| Final presentation | 1             | 10%                     |
| Portfolio          | 1             | 20%                     |

**COMPUTER USAGE:**

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system 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.

**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 and tools.  
 DA2: Bullets and indents/Tabs and leaders  
 DA3: Photo Sizing/Toning  
 DA4: 15 photos  
 DA5: Page design  
 DA6: Animated GIF  
 DA7: Chart  
 DA8: Pen sketch  
 DA9: Magazine cover  
 DA10: 30-second video

DP1: Movie or music poster  
 DP2: Flyer/Ads  
 DP3: Infographic  
 DP4: Social media project  
 DP5: 12-page Magazine

Portfolio: Website, personal logo, resume, business cards

### **Portfolio:**

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.

## **SCHEDULE OF CLASSES**

### **WEEK 1, Aug. 28-Sept. 1, Introduction.**

Using the Mac. Using the Creative Cloud software. Basics of visual communication.  
*Homework: Quiz 1.*

### **WEEK 2, Sept. 4-8, Design foundations.**

Mini art school. Design research. Toolbox for InDesign, Photoshop, Illustrator. Measurements.  
*Readings: WSINYE Preface, 1-2, 5.*  
*Homework: Quiz 2, DA 1.*

**WEEK 3, Sept. 11-15, Type and color.**

Typography and CC type tools. Color and Pantone system. Setting type.

*Readings: WSINYE 7-8.*

*Homework: Quiz 3, DA 2.*

**WEEK 4, Sept. 18-22, Photography.**

Three pillars of digital photography. Rule of thirds. Videography. Lighting. Metadata. Selections. Sizing. Saving for multiple media. Color correction. Toning.

*Homework: Quiz 4, DA 3.*

**WEEK 5, Sept. 25-29, Layout.**

Page layout. Modular design for newspapers/newsletters. Brochure design. Dominant art. Page flow.

*Readings: WSINYE 3-4, 6.*

*Homework: Quiz 5, DA 4, DP1.*

**WEEK 6, Oct. 2-6, Branding and advertising.**

Branding. Logos. Résumés. Multiplatform applications of branding. Ad design.

*Readings: WSINYE 9, 14.*

*Homework: Quiz 6, DA 5.*

**WEEK 7, Oct. 9-13, Multimedia and Web design.**

Colors and type for the Web. Design trends. Interactivity.

*Readings: WSINYE 12-13.*

*Homework: Quiz 7, DA6, DP 2.*

**WEEK 8, Oct. 16-20, Fall Break/Portfolios**

Set up of online portfolio sites.

*Homework: Portfolio personal logo, resume, business cards*

**WEEK 9, Oct. 23-27, Data visualization**

Alternative story forms. Data visualization. Infographics.

*Readings: Online handouts. WSINYE 10.*

*Homework: Quiz 8, DA 7.*

**WEEK 10, Oct. 30-Nov. 3, Vector graphics.**

Pen tool, Live trace. Effects. Spray tool.

*Homework: Quiz 9, DA 8.*

**WEEK 11, Nov. 6-10, Photo manipulation.**

Effects. Layers. Masking. Removing blemishes. Changing colors. Blending effects.

*Readings: WSINYE 11.*

*Homework: Quiz 10, DA 9, DP 3.*

**WEEK 12, Nov. 13-17, Video basics.**

Lighting. Sound. Shooting video. Composition.

*Homework: Quiz 11, DA 10*

**WEEK 13, Nov. 20-24, Social media**

Design for social media.

*Homework: Quiz 11, DP 4*

**WEEK 14, Nov. 27-Dec. 1, Work week.**

*Homework: DP 5.*

**WEEK 15, Dec. 4-6, Portfolios.**

Final portfolio preparation.

*Homework: Portfolio website*

**FINAL EXAM: Portfolio presentation.**

TBD

**FIVE PILLARS IN JRSM3900**

- *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.

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR JRSM3900:

- 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 used 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.

## **DEPARTMENT 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 contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:**

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.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 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). 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 and Strategic Media 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.

Further, as this is a journalism/mass communication 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 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.



**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

**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. Mass communications 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.