

## **Visual Media Theory and Practice**

JRSM 7530-001

Spring 2019

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### **COURSE REQUIREMENTS**

#### **CATALOG DESCRIPTION:**

Theoretical foundations of visual communication, including Gestalt, semiotics, user interface design, and theories of practice. Application of skills to develop design projects.

#### **PREREQUISITE:**

Graduate status.

#### **TEXTBOOKS:**

Costello, V. (2016). *Multimedia foundations: Core concepts for digital design*. CRC Press.

#### **REQUIRED SOFTWARE:**

Adobe Photoshop CC, Adobe InDesign CC, Adobe Illustrator CC, Adobe Premiere, Adobe Muse/Dreamweaver, Adobe Audition.

Note: You may purchase the Adobe Creative Cloud from Adobe.com at a discount.

#### **OTHER REQUIREMENTS:**

Flash Drive (At least 2 GB capacity)

SD card (At least 4 GB capacity)

#### **CLASSROOM FORMAT**

Class time will primarily be spent in discussion of theories, issues, and applications. To that end, students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

#### **CLASS INSTRUCTION:**

This course is designed to explore the fundamental theories of visual media, as well as the tools for their use in practice. Students will learn advanced techniques and the principles behind them to execute ideas for work in the creative industry. Further, students will build a portfolio of work. A typical class session will consist of a lecture, discussion, and assignment/lab time.

**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>Percent of grade</b>
Discussion papers	15%
Research paper	15%
Visual activities	20%
Visual projects	40%
Portfolio	10%

**ASSIGNMENTS**

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on eCourseware. Deadlines are also listed in the Class Schedule. All work should be turned in via Dropbox in eCourseware unless otherwise noted. All work is due at the start of class, 11:59 p.m. CT on the Saturday of the week assigned, unless otherwise noted.

**DISCUSSION PAPERS, 15 percent**

Students will write a 200-word reaction to each week’s readings.

**VISUAL ACTIVITIES (Various deadlines), 20 percent**

Assignments meant to reinforce various visual skills. Participation in JRSM Colloquium events will be calculated into activities.

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade, and is calculated into the activities. Dates for the colloquia are: Friday, Feb. 22, Friday, March 29, and Friday, April 19. All are from noon to 1 p.m. in Meeman 202. Those who cannot attend will receive instructions about remote viewing from your instructor.

Students enrolled in more than one course (JRSM 7080, 7320, 7350 and 7412, and 7530) may write multiple reflections of one research presentation as long as the topic is customized to the individual class. For example, for JRSM 7080, a student should reflect on research, while for 7350, a student should reflect on the use of multimedia reporting.

## **VISUAL PROJECTS (Various deadlines), 40 percent**

Assignments meant to show creativity.

## **RESEARCH PAPER (Various deadlines), 15 percent**

Minimum 10-page (maximum 8,000 words) research paper addressing a visual media issue. The paper must use primary research for most of the research, and appropriately use supporting secondary sources. Students must complete a professional presentation of research paper in class. Students will prepare a 15-minuted audio-visual presentation and be prepared for question and answer.

## **PORTFOLIO (April 24), 10 percent**

All Department of Journalism and Strategic Media 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. Your final portfolio will be graded on these measures.

## **ADDITIONAL INFORMATION ABOUT RESEARCH PAPER**

### **PROSPECTUS: Due Jan. 25**

Your proposal will begin by writing the questions your paper will attempt to answer. The proposal will outline the direction and scope of your paper as well as an overview of the types of sources you plan to consult.

### **PROPOSAL: Due March 1**

In total, your proposal should be about 5 pages long. It should include the following sections:

1. Begin with a complete introduction that explains the visual issue you are researching. Your introduction should outline the procedure by which you will explore your topic.
2. Write a complete academic literature review about previous scholarship related to your subject. Focus on journalism and mass communication journals, such as *Visual Communication Quarterly*, *Visual Communication*, and *Journalism and Mass Communication Quarterly*. This literature review should support your argument and identify the scholarly gap that your study will answer.
3. Write a brief methodology that explains the primary sources you will engage and how you will build your argument. (The tone of this section might be a bit different as you are discovering your primary sources.)

### **RESEARCH PAPER: Due March 29**

Build on your proposal and complete an original research project. You must use either the APA (6<sup>th</sup> edition) or the Chicago Manual of Style, 15<sup>th</sup> edition, for citation.

Papers will be graded on content, including writing quality, comprehensiveness of research, adherence to complete and proper citation style, grammar, punctuation and spelling. All of these will be analyzed to determine a final paper grade.

Attribute all direct quotes, and follow style guidelines for setting off direct quotes. Use third-person, active voice.

Limit the number of block quotes you use in your paper. As a rule, you should not use more than four in the entire paper.

Within your paper, you will have an introduction, a statement of the purpose and a review of pertinent literature. Discuss your methodology and present your findings. After making an objective—not opinionated—study of the subject, you also are expected to come to some conclusions based on your analysis of the literature.

Do not cite your textbook, or a dictionary. Use a minimum of 20 acceptable sources—traditional, scholarly sources, such as media journals and scholarly books.

Popular magazines, newspapers, websites etc., are NOT acceptable sources and may be used only sparingly — three or four — in your paper. You may use limited citations — two or three from trade publications, such as *Quill* and *Columbia Journalism Review*.

Your written work will 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. By taking this course, you agree that your paper may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism.

## SCHEDULE OF CLASSES

### **WEEK 1, Jan. 14-18, Our multimedia world**

Introduction. Old media. New media. Social media. Multiplatform and multimodal communication. Marshall McLuhan.

*Readings: Costello 1-2. Online articles.*

### **WEEK 2, Jan. 21-25, Project planning**

Meeting with clients. Strategy. Planning. Project coordination.

*Readings: Costello 3.*

### **WEEK 3, Jan. 28-Feb. 1, Perception, gestalt and organization**

Perception theory. Gestalt. Organization and grouping in design.

*Readings: Online articles.*

### **WEEK 4, Feb. 4-8, Visual rhetoric**

Visual rhetoric, branding, design.

*Readings: Online articles.*

### **WEEK 5, Feb. 11-15, Semiotics**

Symbolism in language and visual communication.

*Readings: Online articles.*

### **WEEK 6, Feb. 18-22, Visual literacy**

Understanding the language of visuals.

*Readings: Online articles.*

### **WEEK 7, Feb. 25-March 1, Design for engagement**

Visual communication. Page layout. Web design. User interface design.

*Readings: Costello 4-7.*

### **WEEK 8, March 4-8, Spring Break**

**WEEK 9, March 11-15, Static media**

Text. Graphics. Images.

*Readings: Costello 8-10.*

**WEEK 10, March 18-22, Audio & video**

Audio. Video. Time based media.

*Readings: Costello 11-14*

**WEEK 11, March 25-29, Your brand and your business**

Freelancing. Logo design. Branding. Résumés. Portfolios.

*Readings: Online articles.*

**WEEK 12, April 1-5, Advertising and Public Relations**

Design for strategic media.

*Readings: Online articles.*

**WEEK 13, April 8-12, Journalism**

Newspaper and magazine design.

*Readings: Online articles.*

**WEEK 14, April 15-19, Social media**

Social platforms. Web 2.0. Content creation and evaluation.

*Readings: Online articles.*

**WEEK 15, April 22-24, Presentations**

PowerPoint. Keynote. Custom slide backgrounds.

*Readings: Online articles.*

**JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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:**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

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

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

**COURSE REPETITION:**

Majors and minors who fail to earn the minimum passing grade (“C-”) in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

**ACADEMIC INTEGRITY:**

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media 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:**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

**DEADLINES:**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

**DISABILITY:**

Students who 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.

**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. Media 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.

**STUDENT SUPPORT:**

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.