

**Visual Communication**

JOUR3900-001

Fall 2015

Meeman 202

9:10-11:25 a.m., MW

Matthew J. Haught, Ph.D.

Office: Meeman 326

Office hours: By appointment

Phone: 901-678-3490

Mobile: 901-395-4600

E-mail: mjhaught@memphis.edu

**COURSE REQUIREMENTS****CATALOG/COURSE 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 talented visual communicator. 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 will 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. (2013). *White Space Is Not Your Enemy* (2nd ed.). Waltham, MA: Focal Press.
- Students are encouraged to purchase a class package from Lynda.com for tutorials for InDesign, Photoshop, and Illustrator.

**REQUIRED SOFTWARE:**

Adobe Photoshop CC

Adobe InDesign CC

Adobe Illustrator CC

*Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.*

**OTHER REQUIREMENTS:**

One Flash Drive (At least 2GB capacity)

**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.

Grade Distribution:

<b>Assignment</b>	<b>Number</b>	<b>Points</b>	<b>Total</b>
Design activities	10	10	100
Design projects	5	100	500
Exams	2	100	200
Portfolio	1	200	200
<b>Total</b>			<b>1000</b>

**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 InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

**WRITING STYLE:**

While 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 indicated for the assignment, will receive a grade of 0.**
- All work must be printed and turned in the day of class.
- All design projects can be revised with corrections and revisions for the final portfolio for added credit on the original grade.
- 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: Placing images/basic layout.  
DA4: Personal logos  
DA5: Bar/Pie chart  
DA6: Pen sketch  
DA7: 5 photos  
DA8: Sizing/Toning  
DA9: Remove image from background  
DA10: Short movie clip

DP1: Typography poster.  
DP2: Resumes, letterhead, business cards  
DP3: Brochures/Ads  
DP4: Social media photos  
DP5: Magazine cover

**Portfolio:**

All Department of Journalism 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, JOUR 3900 is a key point in the portfolio process. Students must update their portfolios with 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; 3. Design work samples created in the course, which have been revised from their original submissions; and 4. A brief (30-60 second) “about me” video. Your final portfolio will be graded on these measures, as well as your presentation of it as your final exam.

**SCHEDULE OF CLASSES**

**WEEK 1 Aug. 24-28 Introduction.**  
Using the Mac. Using the Creative Cloud. Basics of visual communication.

**WEEK 2 Aug. 31-Sept. 4 Design foundations.**  
Mini art school. Design research. Toolbox for ID, PS, AI. Measurements.  
*Readings: WSINYE Preface, 1-2, 5.*  
*Homework: DA 1.*

**WEEK 3 Sept. 7-11 Type and color.**  
Typography and CC type tools. Color and Pantone system. Setting type.  
*Readings: WSINYE 7-8.*  
*Homework: DA 2.*

**WEEK 4 Sept. 14-18 Layout.**  
Page layout. Modular design for newspapers/newsletters. Brochure design. Dominant art.  
*Readings: WSINYE 3-4, 6.*  
*Homework: DA 3; DP 1.*

**WEEK 5 Sept. 21-25 Branding.**  
Branding. Logos. Résumés. Multiplatform applications of branding. Ad design.

*Readings: WSINYE 9, 14.*

*Homework: DA 4.*

**WEEK 6 Sept. 28-Oct. 2 News design.**

Newspaper & Magazine design. Alternative story forms. Data visualization.

*Readings: Online handouts. WSINYE 10.*

*Homework: DA 5.*

**WEEK 7 Oct. 5-9 Vector graphics.**

Pen tool. Live trace. Effects. Spray tool.

*Homework: DA 6, DP 2.*

**WEEK 8 Oct. 12-16 Fall Break & Midterm Exam.**

**WEEK 9 Oct. 19-23 Photography.**

Three pillars of digital photography. Rule of thirds. Videography. Lighting.

*Homework: DA 7.*

**WEEK 10 Oct. 26-30 Photo editing.**

Metadata. Selections. Sizing. Saving for multiple media. Color correction. Toning.

*Homework: DA 8.*

**WEEK 11 Nov. 2-6 Photo manipulation.**

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

*Readings: WSINYE 11.*

*Homework: DA 9, DP 3.*

**WEEK 12 Nov. 9-13 Video basics.**

Lighting. Sound. Shooting video. Composition.

*Homework: DP 4*

**WEEK 13 Nov. 16-20 Multimedia and Web design.**

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

*Readings: WSINYE 12-13.*

*Homework: DA 10.*

**WEEK 14 Nov. 23-27 Work week.**

Work on final portfolios.

*Homework: DP 5.*

**WEEK 15 Nov. 30-Dec. 4 Professionalism and portfolios.**

Adobe PDF. Final portfolio review.

**FINAL EXAM: Friday Dec. 4, 10:30 to 12:30 p.m.**

## **FIVE PILLARS IN JOUR3900**

- *Professionalism:* Students learn the professional standards and routines of the visual communication 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, business card, and letterhead.
- *Writing:* JOUR 3900 addresses 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:* JOUR 3900 addresses media literacy by exposing students to 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 JOUR3900:**

- 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 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 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 personal branding, a designed résumé and stationery.
- Create advertising using the Adobe Creative Cloud.
- Create a brochure project using the Adobe Creative Cloud
- Create a multi-page publication, such as newsletters or magazines.

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET IN JOUR3900:**

The class is designed to equip students with knowledge necessary to design and produce publications.

### *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 ad, a brochure, personal branding, a Photoshop social media project, and a multi-page publication; to show proficiency in the Adobe Creative Cloud, specifically InDesign, Photoshop, and Illustrator.

### **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**

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

### **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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific 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. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.



## **ACADEMIC INTEGRITY:**

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, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or 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)

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **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 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:**

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.

**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.