

Visual Media Theory and Practice

JOUR 7530-001, M50

Spring 2017

5:30-8:30 p.m., Tuesday

Meeman 212

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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

Hybrid in-classroom and synchronous Internet Chat using BlueJeans. This class operates in a seminar 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:

Assignment	Percent of grade
Discussion leadership and response	15%
Research paper	15%
Visual activities	20%
Visual projects	40%
Portfolio	10%

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:

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 creative assignments are to be submitted electronically by eCourseware. Students must include the following:

1. The original Adobe CC document (InDesign, Illustrator, etc.)
2. Any links associated with the CC document (Images, Fonts, etc.)
3. A PDF of the document.
4. A 150-word description of the work and artist's statement. (Projects only).
5. 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. 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.

INTELLECTUAL PROPERTY

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.

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.

DISCUSSANT/RESPONDENT (Once each per semester), 15 percent

Each student will take the lead on a discussion for class one week; similarly, each student will, for one week, respond to the discussion leader. Students will sign up for their weeks in advance. The discussant will write a two-page essay discussing the week’s readings and turn it in to the professor on Saturday before class. Then, the respondent will write a two-page response to the discussant’s essay. Both essays will be distributed to the entire class on Monday, and students will read both in addition to the week’s readings. During the class session, the discussant and respondent will take the lead in the classroom seminar.

VISUAL ACTIVITIES (Various deadlines), 20 percent

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

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 25), 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 ASSIGNMENT:

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. Dates for the colloquia are: Friday, Feb. 24, Friday, March 24 and Friday, April 21. All are Noon in 212 MJ. Those who cannot attend will receive instructions about remote viewing from your instructor.

Students enrolled in more than one course (JOUR 7075, 7350, 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 JOUR 7075, a student should reflect on the research, while for 7530, a student should reflect on the use of visuals.

ADDITIONAL INFORMATION ABOUT RESEARCH PAPER**PROSPECTUS: Due Jan. 31**

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 Feb. 28

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 28

Build on your proposal and complete an original research project. You must use either the APA (6th edition) or the Chicago Manual of Style, 15th 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. 16-20, 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. 23-27, Project planning

Meeting with clients. Strategy. Planning. Project coordination.

Readings: Costello 3.

WEEK 3, Jan. 30-Feb. 3, Perception, gestalt and organization

Perception theory. Gestalt. Organization and grouping in design.

Readings: Online articles.

WEEK 4, Feb. 6-10, Visual rhetoric

Visual rhetoric, branding, design.

Readings: Online articles.

WEEK 5, Feb. 13-17, Semiotics

Symbolism in language and visual communication.

Readings: Online articles.

WEEK 6, Feb. 20-24, Visual literacy

Understanding the language of visuals.

Readings: Online articles.

WEEK 7, Feb. 27-March 3, Design for engagement

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

Readings: Costello 4-7.

WEEK 8, March 6-10, Spring Break

WEEK 9, March 13-27, Static media

Text. Graphics. Images.

Readings: Costello 8-10.

WEEK 10, March 20-24, Audio & video

Audio. Video. Time based media.

Readings: Costello 11-14

WEEK 11, March 27-31, Your brand and your business

Freelancing. Logo design. Branding. Résumés. Portfolios.

Readings: Online articles.

WEEK 12, April 2-6, Advertising and Public Relations

Design for strategic media.

Readings: Online articles.

WEEK 13, April 10-14, Journalism

Newspaper and magazine design.

Readings: Online articles.

WEEK 14, April 17-21, Social media

Social platforms. Web 2.0. Content creation and evaluation.

Readings: Online articles.

WEEK 15, April 24-26, Presentations

PowerPoint. Keynote. Custom slide backgrounds.

Readings: Online articles.

FINAL EXAM: 10:30 a.m.-12:30 p.m. Thursday, May 4

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. Students are to begin the portfolio in JOUR 2121 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 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.

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 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.

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.