Visual Media
JOUR 3900-M50
Fall 2012
Dr. Jin Yang
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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:

Adobe InDesign CS5 on Demand by Steve Johnson (2010). Published by Que Publishing.
Photoshop CS5 for Dummies by Peter Bauer (2010). Published by Wiley Publishing.
Strongly Recommended:
The Non-Designer Design Book by Robin Williams (2004) Second Edition. Published by Peachpit.

OBJECTIVES OF THE COURSE:

1. Become competent in designing print-oriented publications.
2. Establish a working knowledge of the desktop publishing process
3. Understand the basic principles of layout and design
4. Integrate photos, graphics and texts into the layout
5. Become familiar with the 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.
6. Create a Photoshop composite project using complex masking and layer masking, path tools of Photoshop.
7. Create a book cover project and a postcard project learning the integration of graphics and text using Photoshop and Adobe InDesign.
8. Create a newsletter using Photoshop and Adobe InDesign.
9. Create a C-fold brochure project using Photoshop and Adobe InDesign.

COURSE REQUIREMENTS:

1. Several blank CDs
2. One Flash Drive (also called Thumb Drive or Jump Drive) (At least 1GB capacity)
3. Access to a Post Office to mail printed projects and CDs to the professor for grading

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. Discussion and Comments 5%
   c. Final Exam on Design Principles 15%
   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**.
   Final Exam date: 8:00 am to 10:00 am, Dec. 11.

JOUR3900-M50, Class Schedule for Fall Semester, 2012
(Suggestion: You may treat each week as meeting twice on Tuesday and on Thursday; each with 1 hour and 20 minutes)

	Date	Software Skills (You have to log in to podcasts.memphis.edu and access all the video lessons)	Powerpoint Presentations	Assignments and Submission All projects are due Friday that week, Quiz is always Tuesday
Week 1	Aug. 27 - Sept. 2	Introduce Software and Textbooks. The class blog (youngmedium.blogspot.com)		Please send your mug shots with a short bio to the Dropbox in Elearn and the professor will create a web page "JOUR3900 M50 Classmates Getting to Know Each Other" (Due 6:00 p.m. Aug. 31 Friday)
		Photoshop (PS) Basics Lesson1_ps_capabilities Lesson2_tour_interface	Powerpoint1: Digital Meaning	Review Photoshop Textbook Chapter 1 & Chapter 3
Week 2	Sep. 3 - Sep.	PS resizing Lesson3_sizing (add cropping)	Powerpoint2: Resolution	Review Photoshop Textbook Chapter 2 Quiz 1 Project I Calculating Project II Sizing & Cropping &
		PS Bridge Lesson4_bridge	Powerpoint3: File Formats	Review Photoshop Textbook Chapter 4 Project III Saving the Same Image in Different File Formats

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Week 3	Sep. 10 - Sep. 16	PS Toning Lesson 5 (four tutorials)	Powerpoint4: Color	Review Photoshop Textbook Chapter 5 Quiz 2 Project IV Fixing the Image's Toning Problem
		PS Color Lesson 6 (four tutorials)	Powerpoint5: Color Management	Review Photoshop Textbook Chapter 6 Project V: Fixing the Image's Color Problems
Week 4	Sep. 17 - Sep. 23	PS Selection Lesson 7(1-3 tutorials)		Review Photoshop Textbook Chapter 8 Quiz 3 Project VI: Practicing Selections
		PS Selection II Lesson 7 (4-5 tutorials) (add refine edge)	Powerpoint6: Photojournalism	Review Photoshop Textbook Chapter 8 Project VII: Creating a Silhouette
Week 5	Sep. 24 - Sep. 30	PS Masking Lesson 8 (2 tutorials)	Powerpoint7: Best Photos	Review Photoshop Textbook Chapter 8 Quiz 4 Project VIII: Mask and Alpha Channel
		PS Layer Lesson 9 (1-5 tutorials)	Powerpoint8: Visual Impact	Review Photoshop Textbook Chapter 10 Project IX: Layers (to be posted on the class blog) Assign Photoshop Final Project Today
Week	Oct.	PS Type Lesson 10 (1-2 tutorials)		Review Photoshop Textbook Chapter 13 Quiz 5 Project X: Making

6	1-Oct. 7			Your Type Look Fantastic (to be posted on the class blog)
		PS Path Lesson 11 (2 tutorials: Path and Put Type on Path)	Powerpoint9: Vector Concept	Review Photoshop Textbook Chapter 11
Week 7	Oct. 8-Oct. 14	PS Shape Layer Lesson 12 (Shape Layer and How to Use in Examples)	Powpoint10: Photojournalism Ethics	Review Photoshop Textbook Chapter 11 Quiz 6 Project XI: Creating A Logo Using Shaper Layers (to be posted on the class blog)
		PS Smart Object & Filter Lesson 13 Smart Object Lesson 14 Filters		Review Photoshop Textbook Chapters 10 & 15 Photoshop Final Project: A Composite Photo (to be posted on the class blog)
Week 8	Oct. 15-Oct. 21	Fall Break (Oct. 15-16)		
		Oct. 18 Work on Your Photoshop Final Project **(Due 5:00 p.m. Oct. 19 Friday)**		
Week 9	Oct. 22-Oct.	InDesign: Creating and Viewing a Document Lesson 1	Powerpoint1: Design Principle I Powerpoint1a: Book Cover Design	Review InDesign Textbook Chapter 2 Book Cover
		InDesign: Managing Pages and Books Lesson 2	Powerpoint2: Design Principle II Powerpoint1b: Book Cover Samples	Review InDesign Textbook Chapter 3 Project I: Book Cover Design (to be posted on the class blog)

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Week 10	Oct 19 - Nov. 4	InDesign: Working with Text Lesson 3	Powerpoint3: Type and Typography Powerpoint3a: Direct Mail Post Card Design Powerpoint3b: Postcard Samples	Review InDesign Textbook Chapter 4 Quiz 7 Postcard Practice
		InDesign: Working with Graphics Lesson 4	Powerpoint4: Design Guides	Review InDesign Textbook Chapter 5 Project II: Postcard Design (to be posted on the class blog)
Week 11	Nov. 5 - Nov. 11	InDesign: Working with Objects & Layers Lesson 5	Powerpoint5: Design Pitfalls Powerpoint5a: Newsletter 12 Parts Powerpoint5b: Newsletter Samples	Review InDesign Textbook Chapter 6 Quiz 8 Newsletter Practice (to be posted on the class blog)
		InDesign: Applying and Managing Color Lesson 6	Powerpoint6: Color Use in Publication Powerpoint5c: Newsletter Anatomy	Review InDesign Textbook Chapter 7 Project III: Newsletter Design (to be posted on the class blog)
Week 12	Nov. 12 - Nov. 18	InDesign:Working with Tables Lesson 7	Powerpoint7: Organizing Tools Powerpoint7a: Brochure Design Powerpoint7b: Brochure Samples	Review InDesign Textbook Chapter 10 Quiz 9 Brochure Practice
		InDesign: Working with Styles Lesson 8	Powerpoint8: Examples of Projects	Review InDesign Textbook Chapter 11 Project IV: Brochure Design (to be posted on the class blog)
W	N	InDesign Working	Powerpoint9a:	Review InDesign

e e k 1 3	o v . 2 9 -	with Styles (2) Lesson 9	Magazine Cover Powerpoint9b: Magazine Inside	Textbook Chapter 11 Quiz 10 Project V: Magazine Practice
	N o v . 2 5	Thanksgiving Holiday		
W e e k 1 4	N o v . 2 6 - D e c . 2	InDesign: Exporting Documents Lesson 10	Powerpoint9: Export File Formats	Review InDesign Textbook Chapter 15 Final Project: Magazine Project (to be posted on the class blog)
		InDesign: Printing and Outputting a Document Lesson 11	Powerpoint10: Prepress Issues	Review InDesign Textbook Chapter 16 Quiz 11
W e e k 1 5	D e c . 3 - D e c . 9	Work on Magazine Project		
		Work on Magazine Project Last Day of Class is Dec. 6 and the Magazine Project **Due** at the end of the weekend: i.e. **Dec. 7 (Friday)**		
W e e k 1	D e c . 1	Final Exam on. Dec. 11		

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ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR VISUAL MEDIA:
- 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.

Performance Standards
- 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 InDesign.
- Create an ad using Photoshop and InDesign.
- Create a C-fold brochure project using Photoshop and InDesign.
- Create a four-page publication such as newsletters or magazines.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:
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. & display of proficiency using Photoshop and InDesign.

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

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 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.