Visual Media
JOUR 3900-501
Spring 2015
Tuesday/Thursday 9:40-11:05 a.m.
Varnell-Jones 205

Tori Cliff, M.A.
Office: Varnell-Jones 206
Office hours: By appointment
Phone: 731-425-1908 (o)
Cell: 731-803-2345
Email: tmcliff@memphis.edu
Twitter: @ToriCliff

COURSE REQUIREMENTS

CATALOG DESCRIPTION:
Introduction to design software of Adobe Photoshop and InDesign; application of fundamental design principles and visual journalism principles; development of publication projects.

CLASS INSTRUCTION:
This course is designed to stock the toolbox of a talented graphic designer. 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 project. 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. The final project should invoke all skills learned in the course.

TEXTBOOKS:
Required:
- 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:
The necessary programs for the class are available in our classroom, the Mac lab, Varnell-Jones 205.
Adobe Photoshop CC
Adobe InDesign CC
Adobe Illustrator CC
Note: You may purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

OTHER REQUIREMENTS:
- One Flash Drive (At least 2GB capacity)
- 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 Suite, particularly Adobe InDesign and Adobe Photoshop. Extensive instruction about how to use these programs will be offered in this course.

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:

Assignment	No.	Points	Total
Design activities	10	15	150
Design projects	5	100	500
Presentation	1	100	100
Final project	1	250	250
Total			1000

ASSIGNMENT FORMAT:
   All assignments are to be submitted electronically by email to tmcliff@memphis.edu. In the email, students must include the following items:
   1. The original Adobe CS document (InDesign, Photoshop, etc.)
   2. Any links associated with the CS document (Images, Fonts, etc.)
   3. A PDF of the document.

- Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply with these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.

- All projects (except the final) that were submitted on or before deadline can be resubmitted with corrections and revisions one week after it is returned to you if you have missed 2 or fewer classes. Three tardies count as an absence.

- 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. Students are expected to spend considerable time on Lynda.com watching videos pertaining to InDesign and Photoshop. In addition, in order for students to be successful they will need to read the textbook, do research online pertaining to design and follow the professor's Pinterest boards pertaining to design. Students are encouraged to begin pinning design examples, fonts, color palettes, and the like for inspiration in personal design.

- Additionally, students are required to present a design tip to the class once in the semester. The student should prepare a 5-minute presentation/skills session to teach the tip and should make a handout (10 copies) for the class explaining how to execute the tip. Tips must be approved by the instructor prior to the presentation.

ATTENDANCE & CLASS CONDUCT FOR JOUR3900:
- Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course. Please note, students are encouraged to attend every class on time, as extensive material is covered in each class period that will not be repeated.

- Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy.

MOBILE AND ELECTRONIC DEVICES FOR JOUR3900:
- The use of electronic devices is permitted, as this class focuses on design and technology.
- Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Phones should never be out during testing or quizzing. This will result in a zero.

TENTATIVE COURSE SCHEDULE

Class	Content	Due	Readings
Week 1			
Jan. 20	Introduction. Review programs. Using the Mac.		WSINYE 1
Jan. 22	Lecture: What is Design? InDesign Video: Intro to Toolbar. Textboxes.		WSINYE 2
Week 2			
Jan. 27	Lecture: Step Away from the Computer/Typography.		WSINYE 3
Jan. 29	Work on DA1 (Typography Poster)	DA 1	
Week 3			
Feb. 3	InDesign Video: Pen tool. Shapes. Lines. Lecture: I Need to Design This Today!		WSINTE 4

Feb. 5	Video: Photoshop Tools. Work on DA2 (Image location, selection, organization)	DA 2	
Week 4			
Feb. 10	Lecture: Layout Sins. InDesign Video: Color. Color Tools. Templates. Libraries. Style Sheets.		WSINYE 5
Feb. 12	Lecture: Mini Art School/Work on DA3 &/or DP1	DP1	WSINYE 6
Week 5			
Feb. 17	Lecture: Layout/Videos: InDesign	DA3	
Feb. 19	Lab: Photoshop—Type. Type Effects. Color Changes.	DP1	WSINYE 7
Week 6			
Feb. 24	Lecture: Type/Lab: Color Correction. Red Eye.	DA 4	
Feb. 26	Lab: Layers. Effects/Work on DA5 or DP2		
Week 7			
March 3	Lab: Work on DA5 or DP2	DA 5	WSINYE 9
March 5	Lab: Work on DP2/DA6	DP 2	
Week 8			
March 10	Spring Break (No Class)		
March 12	Spring Break (No Class)		
Week 9			
March 17	Lecture: Color Basics/Commercial printing.		
March 19	Lab: DP3	DP 3	
Week 10			
March 24	Lecture: Adding Visual Appeal/Personal Identity. Branding (View Pinterest CV & Resume Board)	DA 6	

March 26	Lecture: Redundnacy/Cohesion Lab: DA7	DA7	
Week 22			
March 31	Lecture: Infographics (examples on Pinterest & eCourseware)		WSINTE 10
April 2	Lab: DA8	DP3	
Week 12			
April 7	Lab: Finish DA8	DA8	WSINYE 10
April 9	Lab: Finish DA9	DA 9	
Week 13			
April 14	Lab: DP5		
April 16	Lab: DA9	DA9	
Week 14			
April 21	Work Day	DP4	
April 23	Work Day	DA10	
Week 15			
April 28	Work Day/Last Day of Class	DP 5	
April 30	Study Day		
May 5	**Final Exam: 10:30 a.m. -12:30 p.m.**	**Final**	

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 concentration.

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. Personal student information, such as grades, is restricted to your UM email address.

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 his/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. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:
All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY:
In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed 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/or department chair. Penalties might include grade reductions, failure of the course and/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.
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 civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication 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 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.

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.